

**Santa Barbara County
Association of Governments**

2002 COMMUTE PROFILE

for

**Santa Barbara, San Luis Obispo
and Ventura Counties**

FINAL REPORT

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Association of Governments
- 2002 COMMUTE PROFILE -**

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and Ventura Counties**

Final Report

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Prepared by:

Strategic Consulting & Research
18008 Skypark Circle, Ste 145
Irvine, CA 92614

Special Acknowledgments:

Mindy Norris, Traffic Solutions

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1.0 BACKGROUND AND OBJECTIVES

Background

The Santa Barbara County Association of Governments (SBCAG) contracted with Strategic Consulting & Research to conduct the 2002 Commute Profile with residents of Santa Barbara, San Luis Obispo and Ventura Counties. Goals of the 2002 Commute Profile are to measure commute characteristics including commute mode, origin and destination.

Objectives

- Monitor commuter behavior (such as mode choice, mode frequency, origin and destination).
- Measure awareness of Rideshare Agencies.
- Assess inter-county travel as part of an inter-regional partnership investigating the Job/Housing imbalance in the region.

2.0 METHODOLOGY

Sampling Frame

For 2002, a random sample of 2,985 households were interviewed by telephone. To improve the validity of survey results, this methodology differs from previous years where a mail survey was distributed.

The target universe for this study includes residents 18 years of age and older who work 35 hours a week or more as an employee or independent business person. To contact potential respondents, a random digit dialing list was obtained from Survey Sampling, Inc. for households in the three-county area.

Sample Size

The sampling accuracy for the overall sample is $\pm 2.3\%$ at a 95% confidence level¹. Table 2.1 describes sample sizes and accuracy on the County level.

<i>County</i>	<i>Sample Size</i>	<i>Accuracy</i>
Santa Barbara	1,185	$\pm 2.8\%$
San Luis Obispo	800	$\pm 3.5\%$
Ventura	1,000	$\pm 3.1\%$

¹ The overall sampling accuracy was based on a sample size of 1,858, adjusted down from 2,985. An adjusted population was used to ensure that each of the counties were represented in proportion to their population.

Survey Administration

The study was conducted from June 6th, 2002 through July 17th, 2002. Residents were called between 5:00 pm and 9:00 pm Monday through Friday, Saturday between 9:00 am and 4:00 pm and Sunday between 12:00 pm and 6:00 pm. Interviews were also conducted during alternative hours to attempt hard-to-reach respondents or to accommodate respondent preference.

Surveys were conducted in both English and Spanish at respondent preference. A total of 266 interviews were conducted in Spanish, or 8.9% of the total sample.

Call Attempts

A minimum of five call attempts were made on every viable telephone number in the database to reduce potential bias resulting from contacting only “easy-to-reach” respondents.

Interviewer Training

A project-specific briefing session was held with all 53 interviewers. The briefing covered topics such as:

- An overview of project objectives.
- A question-by-question review of the survey instrument.
- Clarification of any questions that were unclear to interviewers.
- An in-depth discussion of illogical combinations of responses.

In addition to project-specific training, all SCR interviewers also receive training on research interviewing techniques and one-on-one training with a supervisor prior to conducting any interviews. Additionally, re-training and coaching is also provided on an ongoing basis.

Quality Control

All data collected for the 2002 Commute Profile was reviewed for completeness and accuracy. Data review includes ensuring that all skipping patterns are working properly, that questions are eliciting logical responses, review of other lines with respect to pre-coded responses, identifying any missing or excess data, and any illogical data combinations for immediate respondent follow-up.

This program also includes ongoing silent monitoring of interviewers to ensure that surveyors are asking question accurately and in a neutral tone.

Pretest

A pre-test was conducted with twenty-five respondents. Pre-test interviews were thoroughly reviewed prior to beginning interviewing. The goal of the pre-test is to ensure that questions are clearly and consistently understood by respondents and the questions are effectively eliciting the desired types of responses. The pre-test also tests to ensure that skipping patterns are working properly.

3.0 SANTA BARBARA COUNTY

3.1: Background

In Santa Barbara County, Traffic Solutions serves as the rideshare agency and Transportation Demand Management (TDM) program. Some of the services Traffic Solutions offers the community include: carpool matching, vanpool formation assistance, and employer trip reduction support.

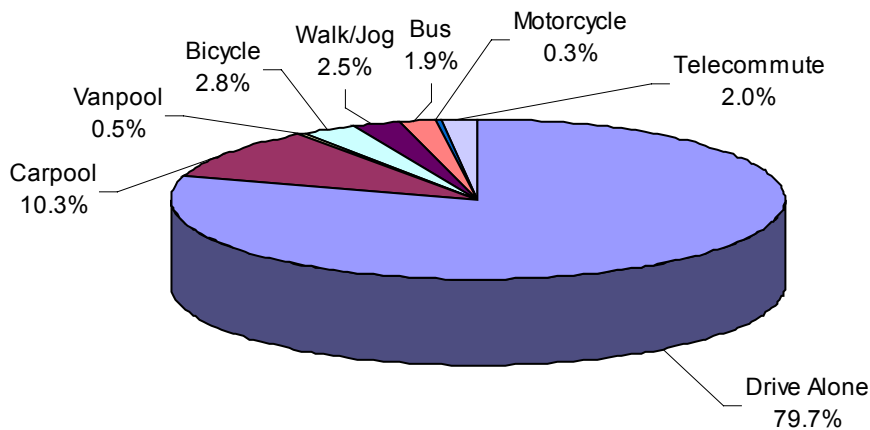
Some objectives specific to Santa Barbara County include measuring countywide commuter behavior and awareness of the Traffic Solutions agency.

3.2: Mode Choice

Primary Mode Choice

Commuters were asked how they traveled to work last week.² For eight out of ten Santa Barbara County residents, driving alone is their primary mode of travel.

Figure 3.1: Primary Mode Choice (n = 1,185)



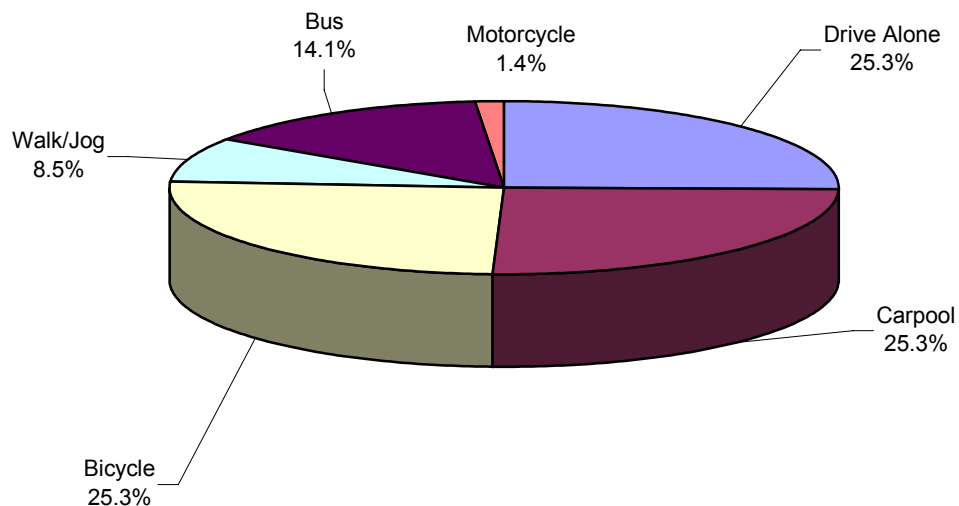
² If last week was not a typical commute week, participants were asked how they get from home to work during a typical work week.

As indicated in Figure 3.1, carpooling/vanpooling is the most frequently cited alternative mode choice, at 11 percent. Five percent of participants primarily walk or bike to work, and two percent use transit.

Secondary Mode Choice

Six percent of Santa Barbara County residents indicate the use of a secondary mode for their commute from home to work. A secondary mode is defined as a separate mode, used on a different day. Walking or biking to work is the most frequently cited secondary mode (33%), followed by driving alone (25%), carpooling/vanpooling (25%) and using transit (14%).

Figure 3.2: Secondary Mode Choice (n=71)



Secondary modes are used nearly 2 days (1.86) on average during a typical week. Among those who use more than one mode, residents who primarily bike or walk to work (n=12), are the most likely to use more than one mode during a typical week; and most commonly their secondary mode is either driving alone or carpooling.

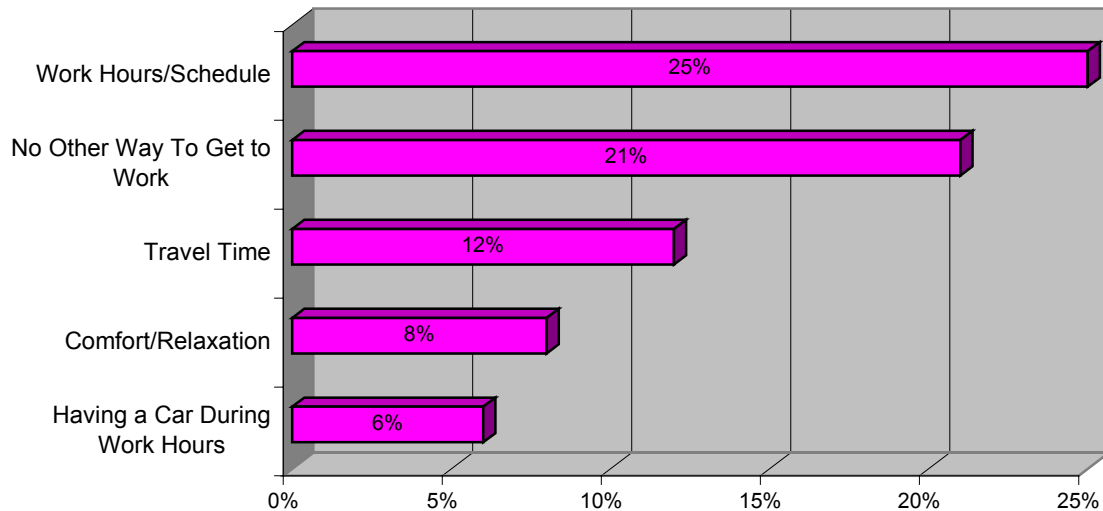
3.3: Reasons for Primary Mode Choice

The primary motivating factor for mode choice varies by the mode selected. Those that drive alone most commonly cite “accommodating their work schedule” as their primary reason for driving alone, at 30 percent. For commuters who carpool/vanpool, lowering commuting costs is the primary reason for selecting that mode choice, at 31 percent. One third (35%) of those who primarily commute by transit do so because they have no other way to get to work. Although not a top five reason for selecting a primary mode choice, a short travel

time/distance to work was the number one reason cited by those who walk or bike to work, at 44 percent.

Figure 3.3 shows the top five reasons commuters select their primary mode choice.

Figure 3.3: Reason for Primary Mode Choice (n=1,185)³



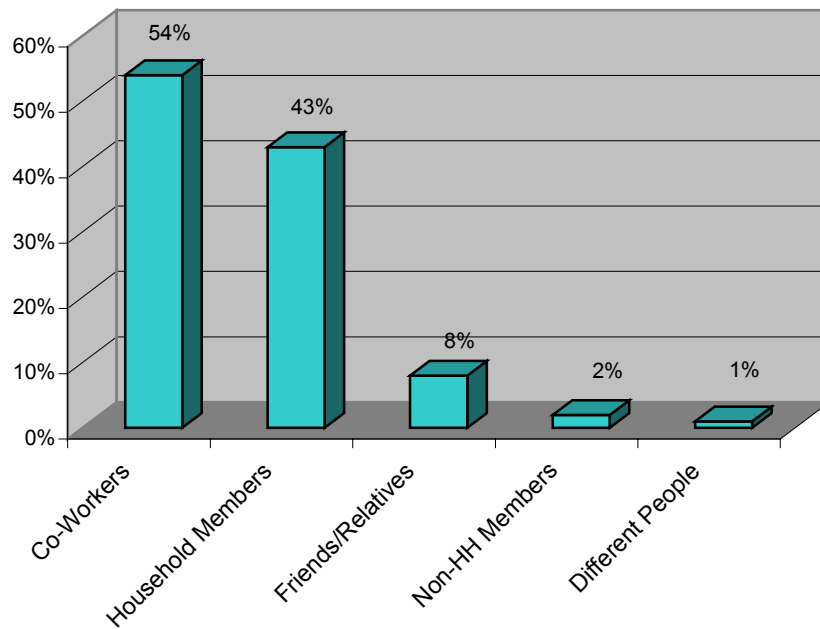
3.4: Carpool/Vanpool Characteristics

Eight out of ten carpools (81%) have two people in their carpool. An additional nine percent have three people in their carpool, and only two percent report having more than three people in the vehicle.

Co-workers (54%) and family members (43%) are the predominant carpool members for 97 percent of those who carpool (n=128).

³ Due to space restraints, category wording has been paraphrased. For exact pre-coded responses please refer to Question 65 of the survey instrument.

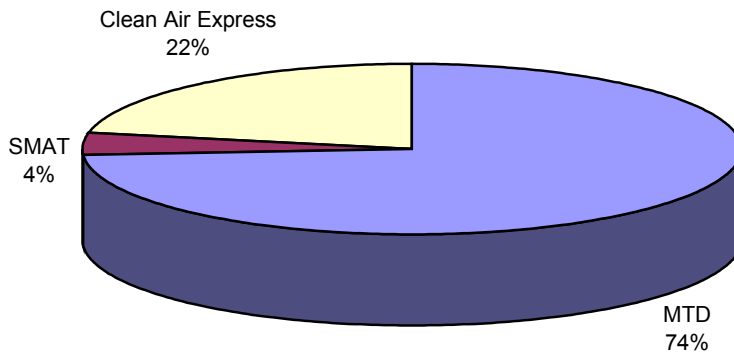
Figure 3.4: Carpool/Vanpool Partnerships (n=128)



3.5: Transit Usage

Three-fourths of Santa Barbara residents who have used transit (n=23) say that MTD is the transit service they use most frequently. Another 22 percent use Clean Air Express for their transit trips.

Figure 3.5: Transit Agency Used Most Often (n=23)



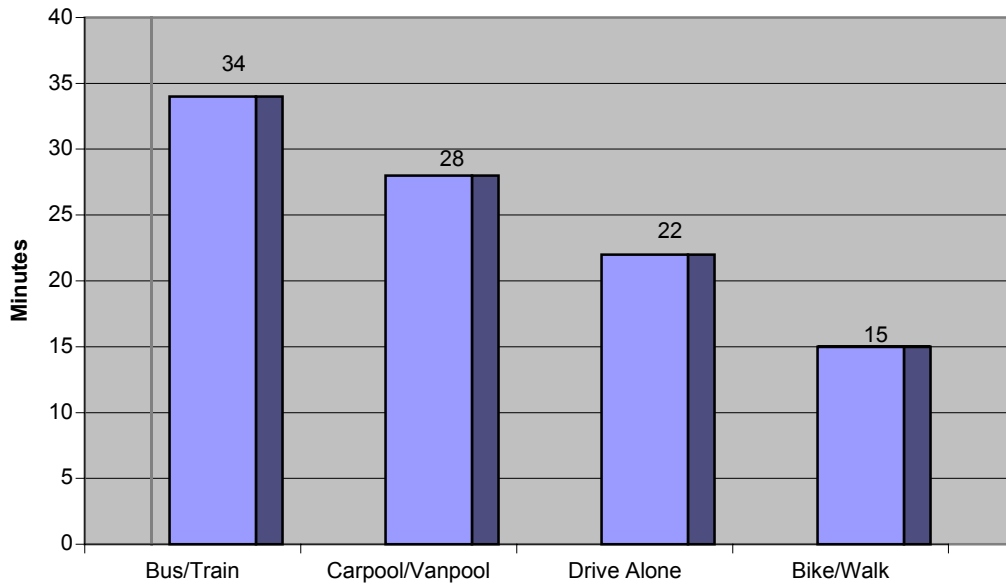
3.6: Commute Time and Distance To and From Work

Commute Time

Santa Barbara county commuters have an average one-way commute length of 22 minutes. Those who have alternative work schedules have slightly longer average commutes of 28 minutes.

Residents who commute by transit have the longest average commute time (34 minutes) and those who walk or bicycle have the shortest commute time (15 minutes).

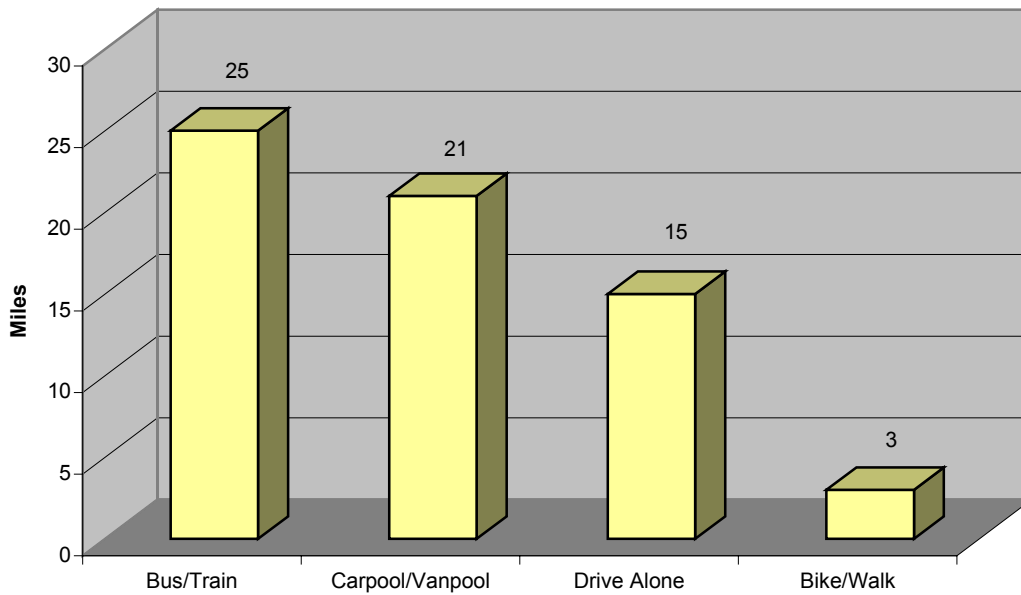
Figure 3.6: Average Commute Time by Primary Mode Choice (n=990)



Commute Distance

Santa Barbara County residents have an average one-way commute distance between home and work of 15 miles. Those who own their home have slightly longer average commute distances than those who rent, at 16 miles versus 14 miles respectively.

Figure 3.7: Average Commute Distance by Primary Mode Choice (n=990)



3.7: Commute Days Per Week

Ninety-three percent of Santa Barbara County workers commute five days during a typical work week. Five percent commute four days during a typical week, and one percent commute more than five days in a typical work week.

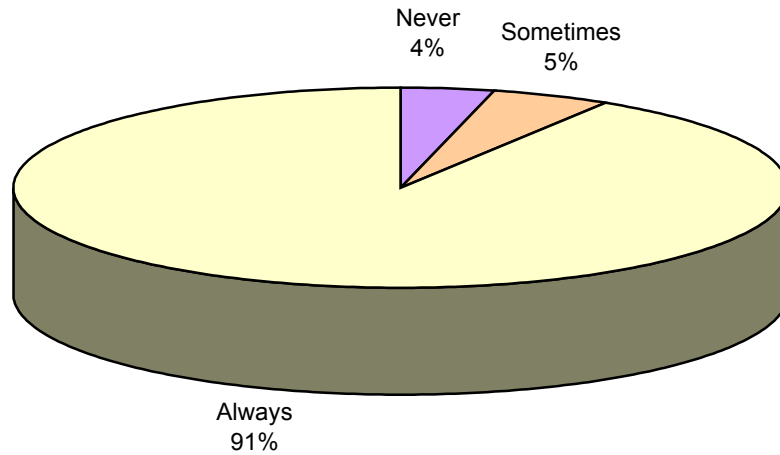
3.8: Work Schedule

Eight percent of Santa Barbara county workers work on an alternative schedule. Four percent work 4 days/40 hours, and two percent have a 9 day/80 hour work schedule. The remaining two percent have an alternative work schedule other than the two mentioned.

3.9: Vehicle Availability

At 96%, almost all Santa Barbara county residents “always” or “sometimes” have a vehicle available to travel to and from work. Only four percent of residents say they never have a vehicle available to travel to work.

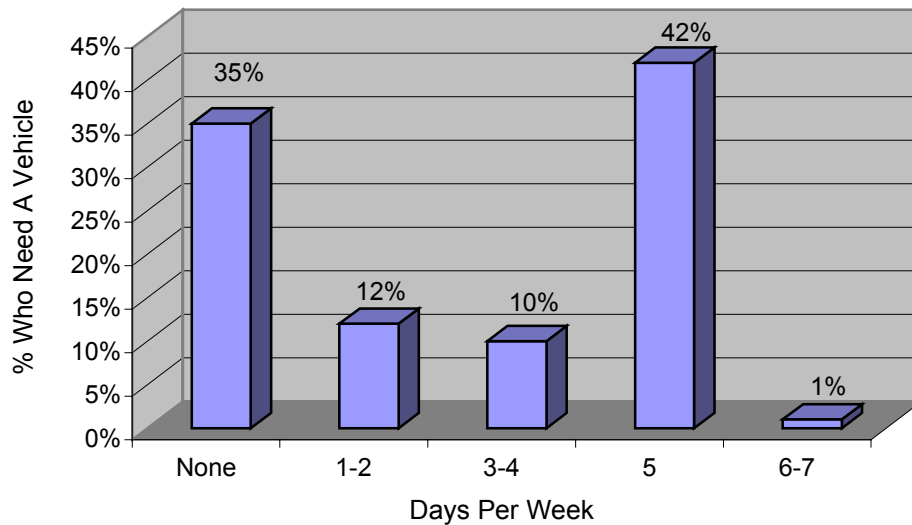
Figure 3.8: Vehicle Availability (n=1,185)



3.10: Require Use of a Vehicle During Work Hours

Residents who commute to a regular work location were asked how many days they need their car for either business or personal trips during work hours. At 42%, the largest proportion of commuters say they need their vehicle five days a week for business or personal trips. However, the next largest group (35%) indicate that they never need a vehicle at work for business or personal trips.

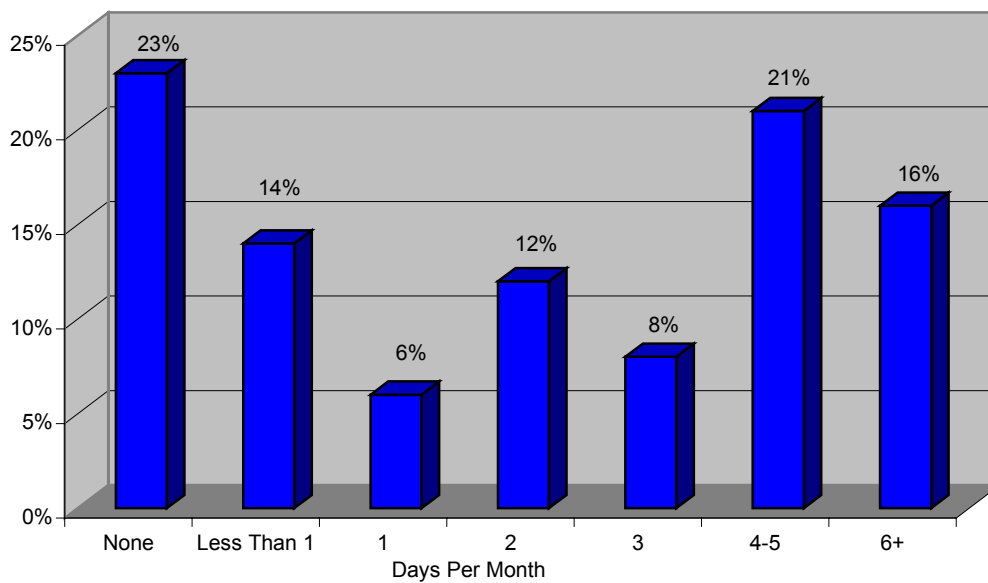
Figure 3.9: Need a Vehicle During Work Hours (n=1,161)



3.11: Telecommuting As An Option

Sixteen percent of commuters, who do not primarily telecommute now, say they have the opportunity to work at home on some workdays instead of going to their employer's location. Of those commuters who have the opportunity to telecommute (n=179), 63 percent telecommute at least one day per month instead of going to their regular work location. Figure 3.10 shows the number of days per month those who have the opportunity to telecommute do so instead of going to their regular work site.

Figure 3.10: Number of Days Per Month Commuters Work From Home Instead of Their Regular Work Location (n=179)

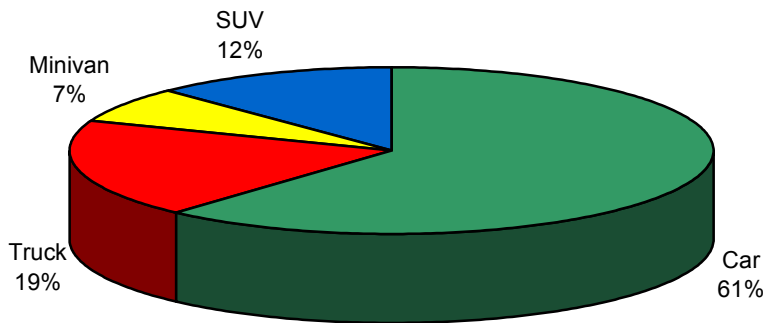


3.12: Primary Vehicle Characteristics

Vehicle Type

Residents who own a vehicle were asked to classify their primary vehicle as a car, truck, SUV or minivan. Sixty-one percent of commuters who own a vehicle classify their primary vehicle as a car. This is followed by trucks at 19 percent, SUVs at 12 percent and minivans at seven percent.

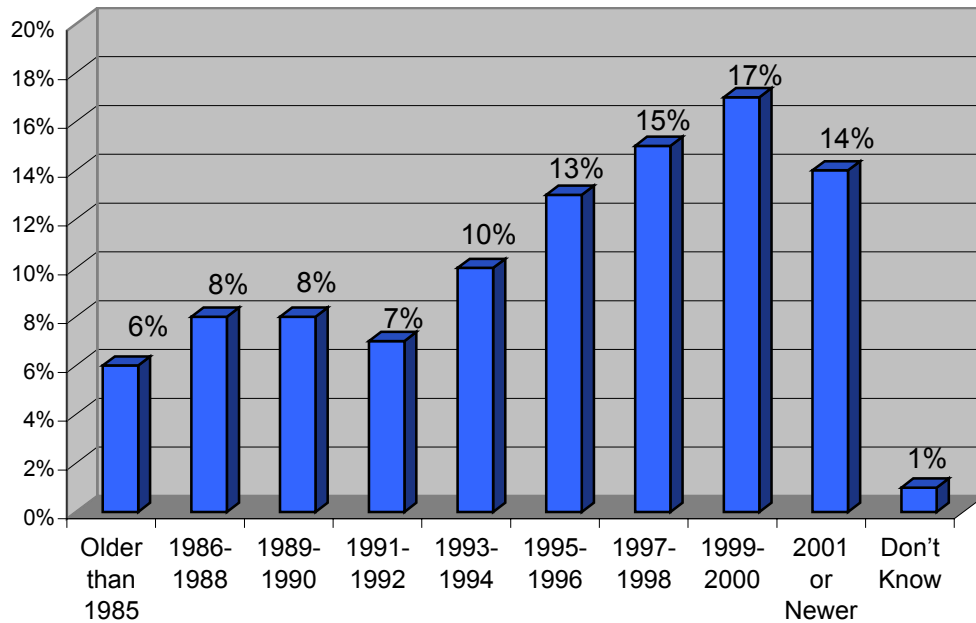
Figure 3.11: Primary Vehicle Type (n=1,130)



Year of Vehicle

Nearly half (46%) of the vehicles owned by Santa Barbara County commuters are five years old or less. The remaining 54 percent are fairly evenly split between six to ten years old and more than ten years old, at 30 percent and 22 percent respectively.

Figure 3.12: Year of Primary Vehicle (n=1,130)

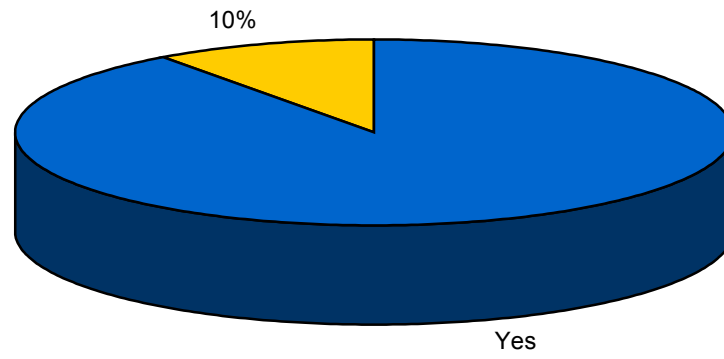


3.13: Parking Availability and Employer Encouragement of non-SOV modes

Parking Availability

For nine out of ten Santa Barbara County workers, free all-day parking is available at or near their worksite.

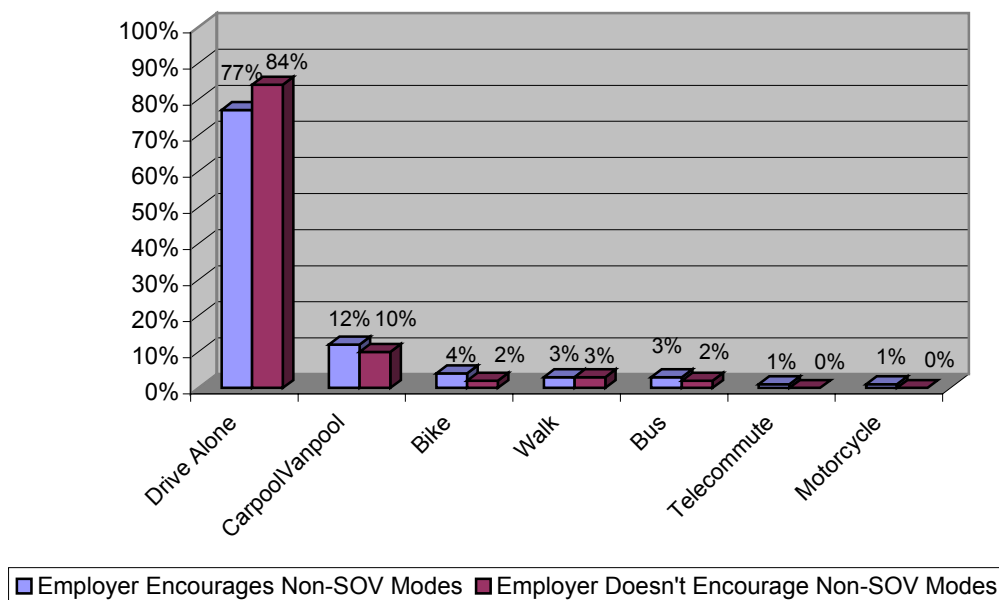
Figure 3.13: Free Parking Availability (n=1,167)



Employer Encouragement of Non-SOV Modes

Participants were also asked if their employer encourages them to use transit, carpool, bicycle or walk to work. Slightly more than one-third (37%) say that their employer does encourage them to use non-SOV modes to travel to and from work.

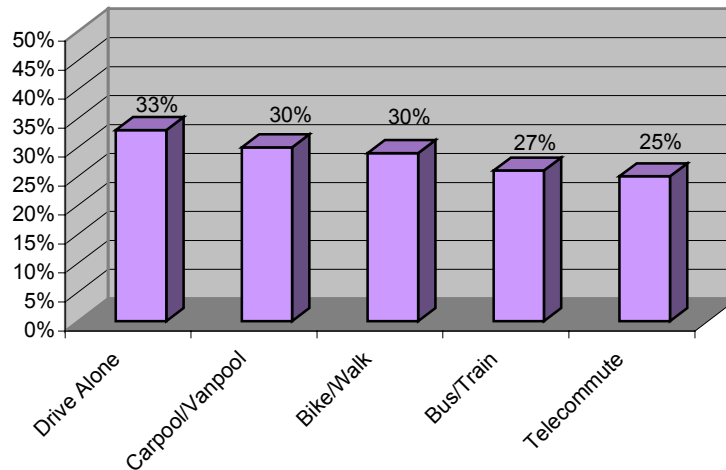
Figure 3.14: Employer Encouragement of Non-SOV Modes



3.14: Awareness of Traffic Solutions

One-third of Santa Barbara County commuters have heard of Traffic Solutions. Those who primarily drive alone have the highest awareness level at 33 percent, but awareness is generally consistent among all travel modes.

Figure 3.15: Awareness of Traffic Solutions (n=1,185)



A follow-up question was then asked to find out how they heard about Traffic Solutions. Employer education (35%) and media (34%) are the two primary information sources for residents who are aware of Traffic Solutions. Friends or Co-workers followed at a much lower level of six percent. No other information source was cited by five percent or more.

3.15: Inter-County Travel

Nine out of ten Santa Barbara County commuters (91%) live and work within Santa Barbara County. The remaining nine percent work in neighboring counties with San Luis Obispo supplying jobs for five percent of Santa Barbara County workers (primarily Santa Maria area residents).

Table 3.1: Live/Work Trip Table for Santa Barbara County Residents	
<i>Work County</i>	<i>% of Commuters</i>
Santa Barbara	91%
San Luis Obispo	5%
Ventura	2%
Los Angeles	1%
Other	0%

Table 3.2 below shows the inter-county flow of travel.

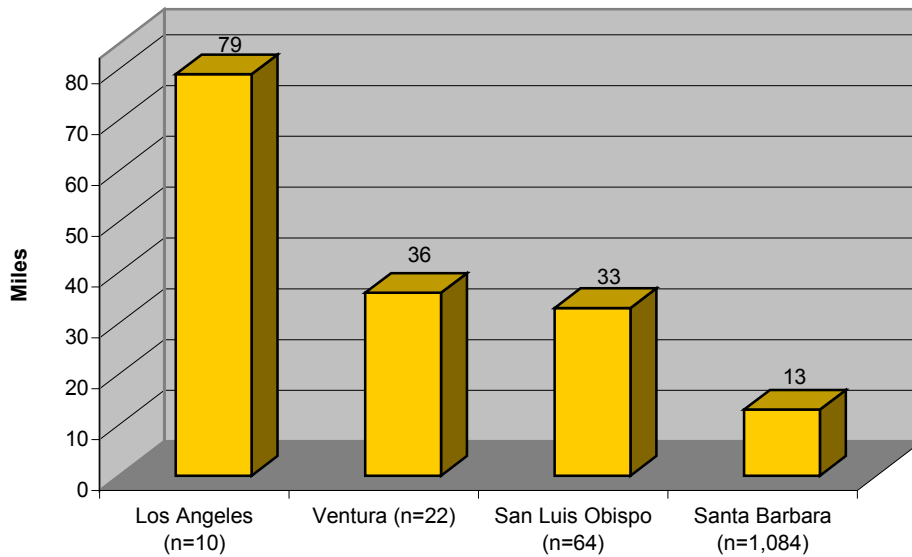
Table 3.2: Live/Work Trip Table for Santa Barbara County Residents

<i>Work County</i>	<i>Commuters</i>
Santa Barbara	164,149
San Luis Obispo	9,692
Ventura	3,320
Los Angeles	1,514
Other	757

*Trips calculated based on U.S. Census Worker Data for Santa Barbara County

Santa Barbara County residents who commute to a worksite within Santa Barbara County have an average commute distance of 13 miles and an average commute time of 20 minutes. Figures 3.16 and 3.17 describe the average commute time and distance by County.

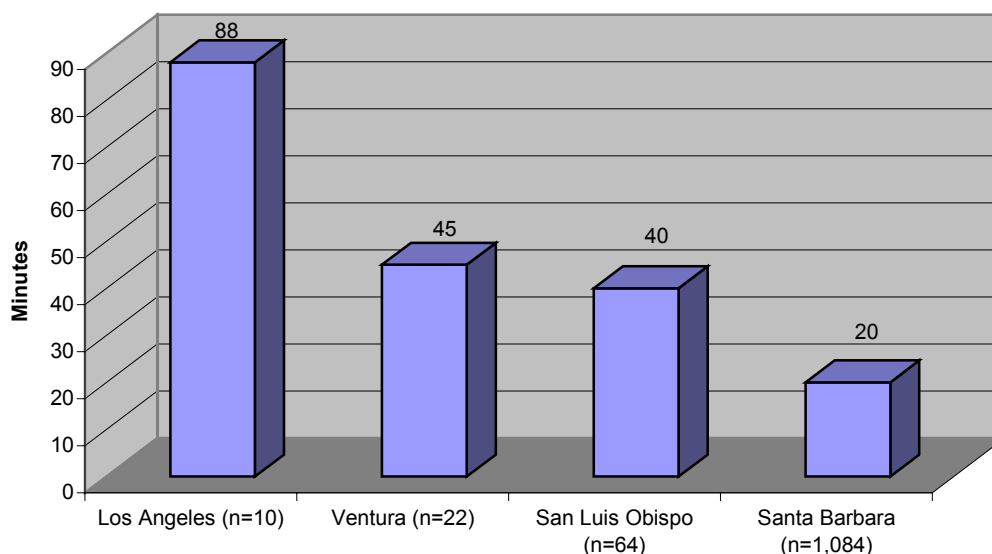
Figure 3.16: Average Commute Distance by County^{4,5}



⁴ A value of .5 was used for residents reporting a commute length of under 1 mile.

⁵ Some counties have sample sizes of less than 30, and therefore results are directional in nature.

Figure 3.17: Average Commute Time by County⁶



3.16: COMMUTER PROFILE

Demographics

Demographics for Santa Barbara County largely match those reported for the 2000 Census with the exception of age and income. For age, those who are over 60 were under sampled and those between 35 – 54 are over-sampled when compared to the census, this disparity is likely attributed to the fact that those over sixty are less likely to work 35 or more hours per week and those between 35-53 are more likely to work 35 hours or more per week. The same principle applies to income, where those who work 35 hours per week or more are more likely to have higher household incomes, resulting in those with lower incomes being under-sampled. The survey results are likely to be representative of the desired target audience.

Another discrepancy relative to census data is the proportion of Hispanic population. This is likely attributable to the differences in question structure between the 2002 Commute Profile and the 2000 Census. The 2002 Commute Profile asks respondents to identify ethnicity as White Non-Hispanic, African American, Hispanic, Asian or American Indian. The 2000 Census asks respondents to identify whether they are Hispanic or Non-Hispanic regardless of ethnicity. They then separately ask respondents if they are White, Black, American Indian or Asian. Since Hispanic and Non-Hispanic are mutually exclusive in the Commute Profile question, and overlap occurs in the 2000 Census question, it is natural that the Commute Profile methodology produces a lower incidence of respondents reporting ethnicity as Hispanic.

⁶ Some counties have sample sizes of less than 30, and therefore results are directional in nature

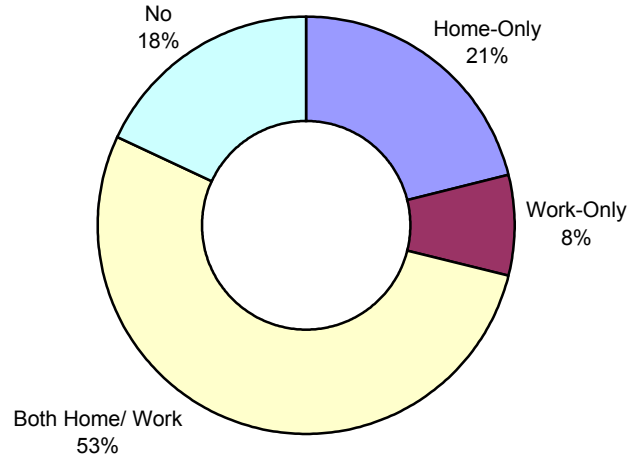
Table 3.3: Comparison of 2002 Commuter Profile of Santa Barbara County Residents with 2000 Census Data

	Description	2002 Commute Profile	2000 Census
Gender	Male	51%	50%
	Female	49%	50%
Income	Less than \$10K	4%	11%
	\$10,000-\$14,999	7%	7%
	\$15,000-\$24,999	10%	16%
	\$25,000-\$34,999	12%	15%
	\$35,000-\$49,999	19%	19%
	\$50,000-\$74,999	19%	18%
	\$75,000-\$99,999	12%	7%
	\$100,000-\$149,999	13%	4%
	\$150,000-\$199,999	5%	3%
	Age	18-19	3%
20-34		30%	31%
35-44		30%	21%
45-54		24%	17%
55-59		9%	6%
60+		6%	22%
Ethnicity	White/Caucasian	66%	57%
	Black/African American	2%	2%
	Hispanic Origin	26%	34%
	Asian	4%	5%
	American Indian	1%	2%
	Other	1%	0%

Internet Access

Four of five residents living in Santa Barbara County have internet access. For those with internet access, two-thirds (65%) have access at both home and work, 26 percent have home-access only, and 10 percent have work-only access.

Figure 3.18: Access to the Internet (n=1,185)



4.0 VENTURA COUNTY

4.1: Background

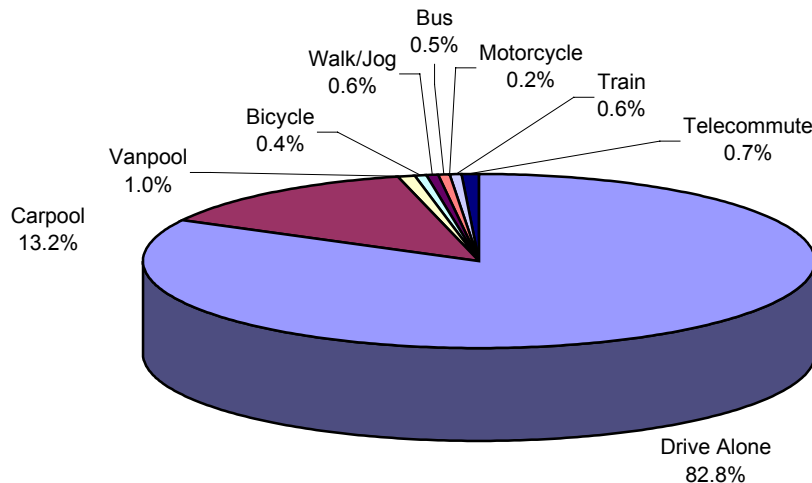
Southern California Rideshare, funded in part by the Ventura County Transportation Commission, serves as the region's commute assistance program. The goal of the program is to promote alternatives to driving alone, including various other commuting options such as telecommuting, and "smart work" strategies such as flex-time or compressed work schedules⁷. As such, one of the goals specific to Ventura County is to measure awareness of the programs offered by Southern California Rideshare including the Guaranteed Ride Home program.

4.2: Mode Choice

Primary Mode Choice

Eighty-four percent of Ventura County commuters drive alone to work.⁸ An additional 14 percent primarily carpool/vanpool as their primary mode and two percent use public transit.

Figure 4.1: Primary Mode Choice (n=1,000)



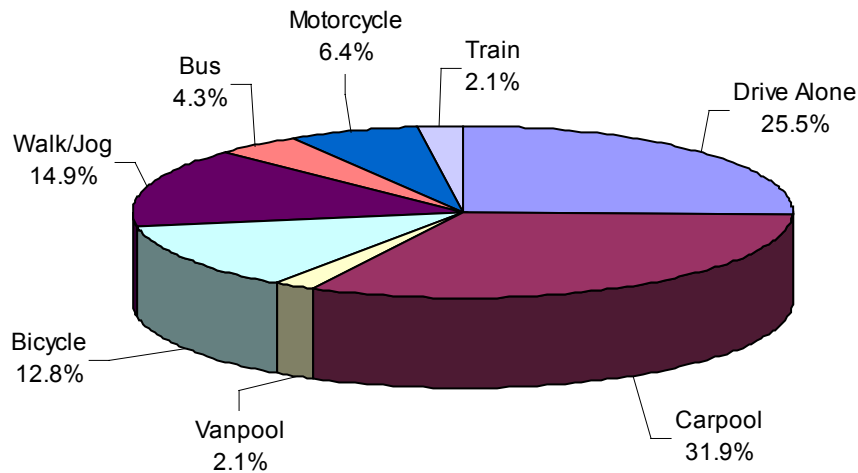
⁷ Source: Southern California Rideshare Website (www.socalcommute.org)

⁸ Commuters were asked how they commuted to work last week, or if last week was not a typical week, how they commute to work in a typical week.

Secondary Mode

The vast majority of commuters (95%) use only one mode to travel to and from work. For those who do use a secondary mode (5%), carpooling/vanpooling is the most frequently cited secondary mode (32%) followed by driving alone (26%).⁹

Figure 4.2: Secondary Mode Choice (n=47)



Combining primary and secondary mode choice selection, 85 percent of those who live in Ventura County drive alone, at least part of the week, and 16 percent carpool/vanpool at least part of the week.

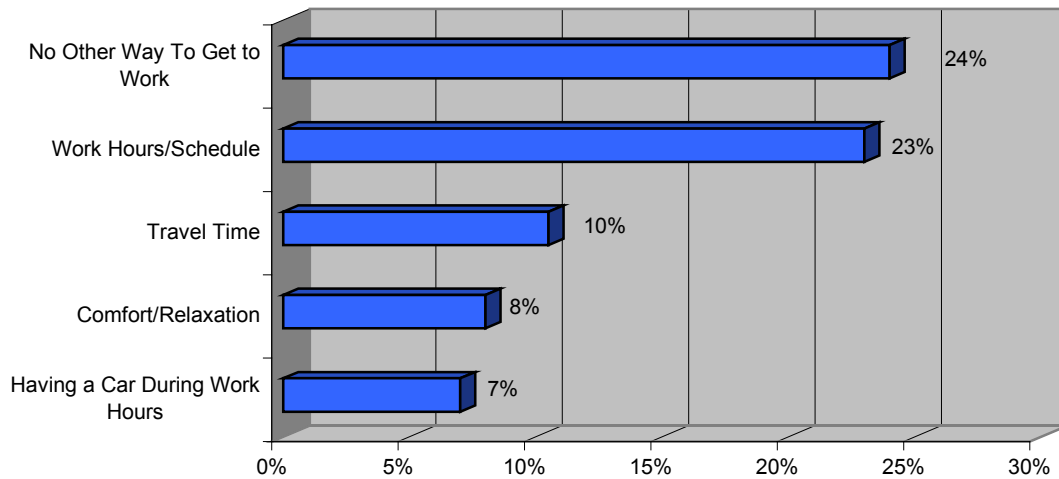
4.3: Reasons for Primary Mode Selection

When respondents were asked why they selected their primary mode, having no other alternative was mentioned most often (24%). Work hours/schedule was the second most frequently mentioned reason for selecting their current mode, at 23 percent. For those who drive alone, this was the number one reason for not using an alternative mode, at 27%.

When participants were further probed as to what they meant by having no other way to work, having no one to carpool with was the most commonly cited reason (68%), both overall and among those who primarily drive alone.

⁹ A secondary mode is a mode used on a separate day to get from home to work.

Figure 4.3: Reasons for Primary Mode Choice Selection (n=1,000)



4.4: Carpool/Vanpool Characteristics

At 62%, almost two-thirds of carpools have two people in the vehicle. An additional 27 percent have three people in the vehicle. The remaining 17 percent have four or more carpool members. Carpool partnerships comprised of co-workers generally have more people in the vehicle than partnerships comprised of household members, with average vehicle occupancies of 3.1 and 2.4 respectively.

For Ventura County residents, 92 percent of carpools are comprised of co-workers (53%) or household members (39%).

4.5: Transit Usage

Two percent of participants (n=5) report that they use public transit for their trips to and from work. Two out of the five Ventura County participants who utilize public transit use SCAT most often. Vista, Ojai City Trolley and Simi Valley Area Transit were each reported by one participant.

4.6: Commute Time and Distance

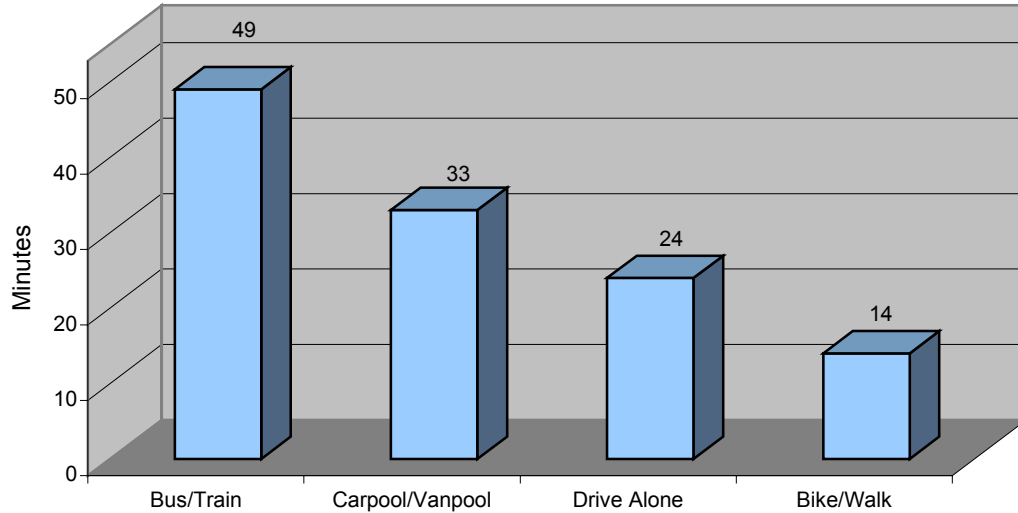
Commute Time

On average, Ventura County commuters report a one-way commute time of 26 minutes. Among mode choices, those who use public transit have the longest average commute of 49 minutes, and those who walk/bike have the shortest at 14 minutes¹⁰.

¹⁰ Due to the small sample size of transit users and commuters who walk/bike, results are directional in nature.

Figure 4.4 shows average one-way commute time by mode choice.

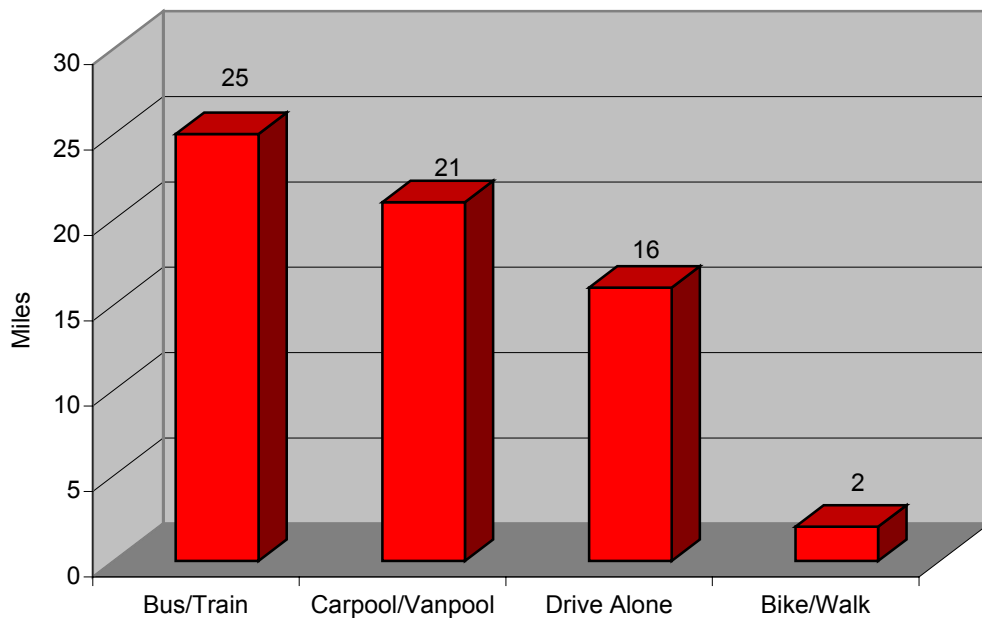
Figure 4.4: Commute Time by Primary Mode Choice (n=954)



Commute Distance

Sixteen miles is the average one-way commute distance for Ventura County workers. As with commute time, those who use public transit travel the farthest (25 miles) and those who commute by walking/biking have the shortest commute (2 miles).

Figure 4.5: Commute Distance by Primary Mode Choice (n=944)



4.7: Commute Days Per Week

Most Ventura County commuters (92%) commute five days in a typical work week. Eight percent commute less than five days (with six percent saying they commute four days per week). One percent say they commute to and from work six days in a typical work week.

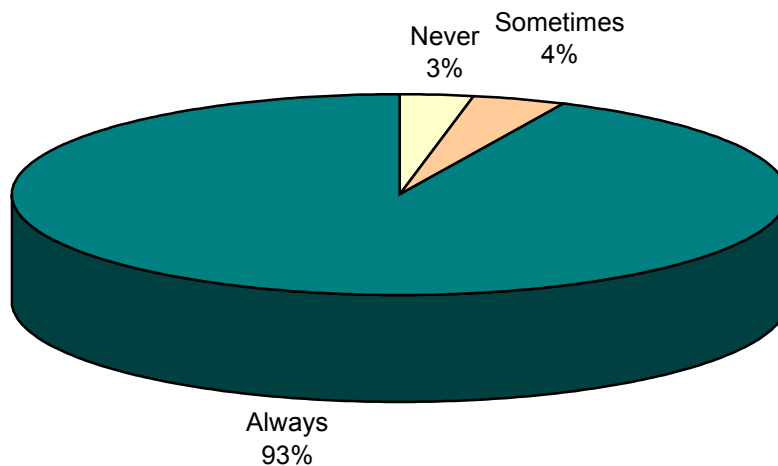
4.8: Work Schedule

Nearly one in ten Ventura County commuters work on an alternative work schedule, at nine percent. The most frequently cited alternative work schedules are a 4 day/40 hour work week (5%) or a 9 day/80 hour schedule (2%). However, the vast majority of Ventura County residents are still working a regular five-day work week (91%).

4.9: Vehicle Availability

Almost all Ventura County commuters (97%) have a vehicle available, at least some of the time for their trips to work, and 93 percent have a vehicle available all of the time.

Figure 4.6: Vehicle Availability (n=1,000)



4.10: Require Use of a Vehicle During Work Hours

One significant barrier to decreasing SOV trips is that 46 percent of commuters indicate that they need a vehicle during work hours for either work or personal trips five days a week. Eleven percent of participants require the use of a vehicle during work hours for business or personal trips three or four days a week. Another 12 percent say they need a vehicle one or two days a week.

4.11: Telecommuting as an Option

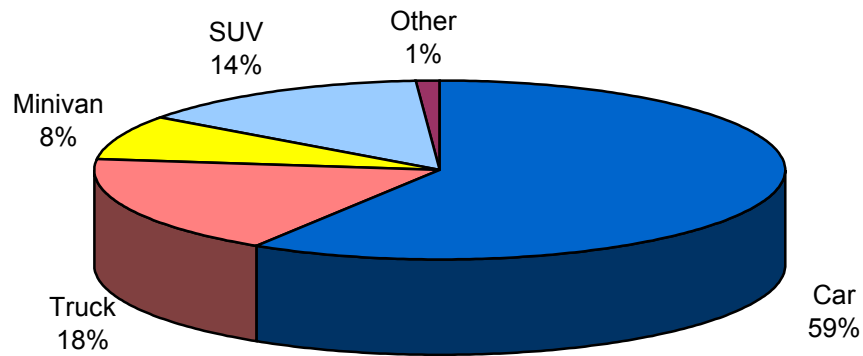
Fifteen percent of Ventura County survey participants say they have the opportunity to work at home instead of going to their employers location. Of those who do have the option (n=149), one in five do not take advantage of the opportunity. Another 50 percent are telecommuting less than one day per week. The remaining 25 percent are telecommuting four to six days per month. Five percent were unable to provide a definitive answer to this question.

4.12: Primary Vehicle Characteristics

Vehicle Type

Residents who own a vehicle were asked to classify their primary vehicle as a car, truck, SUV or minivan. Six out of ten (59%) commuters in Ventura County use a car as their primary vehicle. Thirty-two percent use a truck (18%) or sport utility vehicle (SUV) (14%), and eight percent use a minivan.

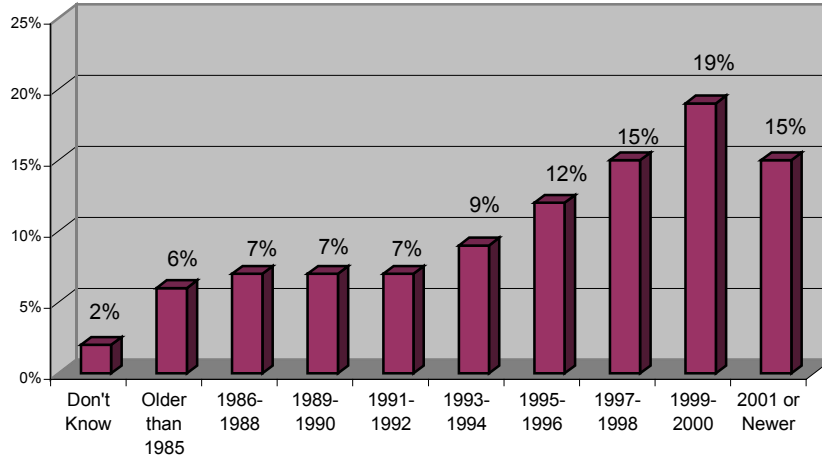
Figure 4.7: Vehicle Type (n=970)



Year of Vehicle

Half of the vehicles (49%) driven by Ventura County commuters are less than five years old. Another 21 percent are between five and ten years old.

Figure 4.8: Year of Vehicle (n=970)

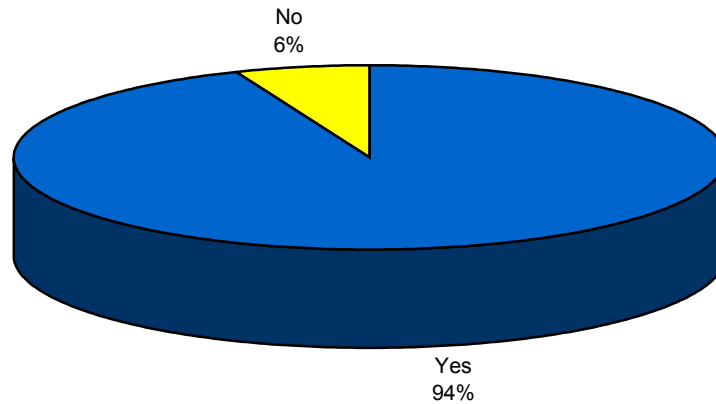


4.13: Parking Availability and Employer Encouragement of Non-SOV Modes

Parking Availability

Free parking at or near worksites is available to nearly all Ventura County workers (94%). This proportion is somewhat lower for those who work in Los Angeles County, at 83 percent.

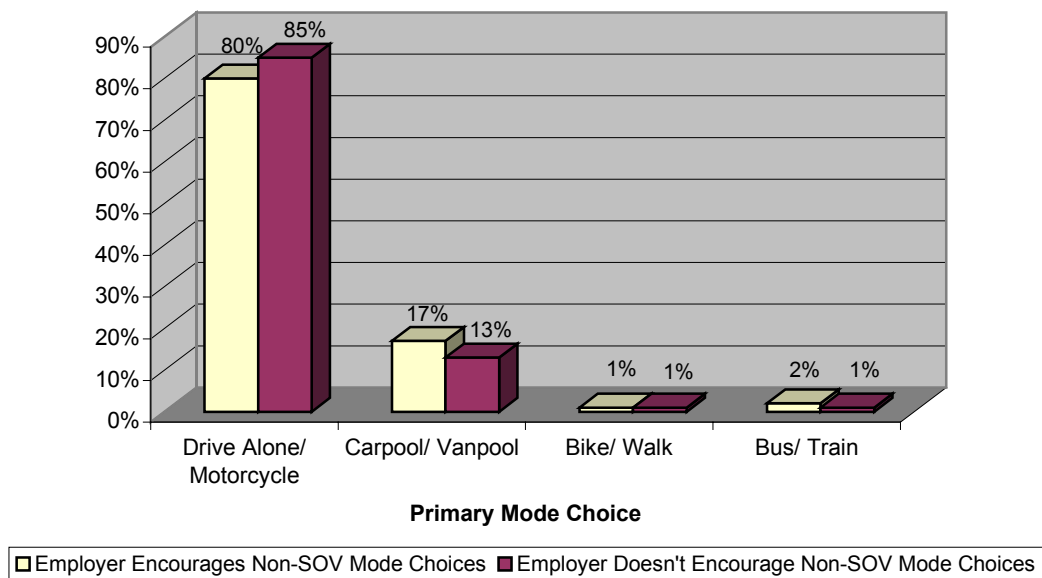
Figure 4.9: Parking Availability (n=998)



Employer Encouragement of Non-SOV Modes

At 41 percent, somewhat less than half of employers encourage their employees' to use transit, carpool, bicycle or walk to work. Among participants who say their employer does encourage them to use alternatives to driving alone (n=411), the incidence of driving alone decreases five percentage points from the 84 percent countywide figure to 79 percent, while the incidence of non-SOV modes increases. Figure 4.10 shows Ventura County commuters' primary mode for those who work for employers who do encourage non-SOV modes, and employers who do not encourage alternative modes.

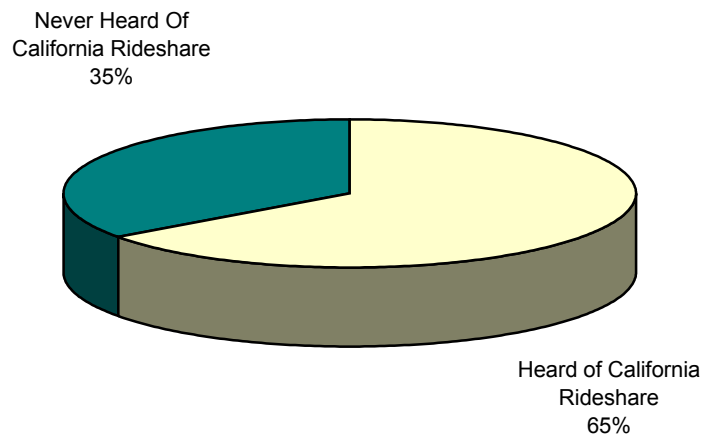
Figure 4.10: Primary Mode Choice by Employer Encouragement of Non-SOV Modes (n=998)



4.14: Awareness of Southern California Rideshare and Guaranteed Ride Home Program

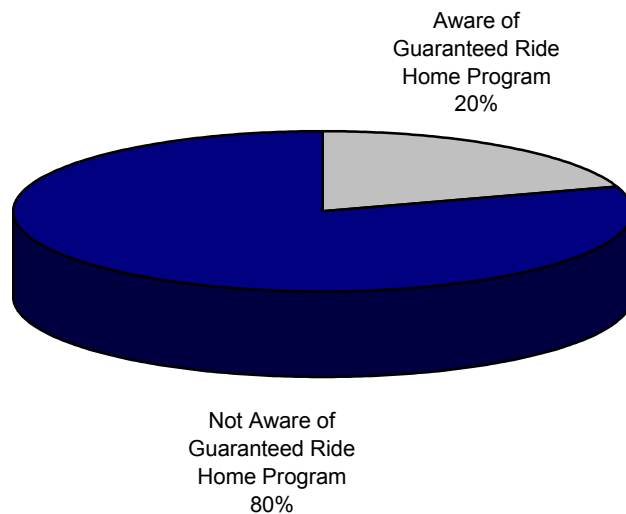
Awareness of Southern California Rideshare is relatively high with almost two thirds of Ventura County commuters saying they are aware of the Southern California Rideshare Organization.

Figure 4.11: Awareness of Southern California Rideshare (n=1,000)



Awareness for the Guaranteed Ride Home program is somewhat lower, with only one in five commuters indicating that they are aware of the program.

Figure 4.12: Awareness of the Guaranteed Ride Home Program (n=649)



4.15: Inter-County Travel

Three-fourths of Ventura County commuters (76%) live and work in Ventura County. Another 19 percent commute to a primary worksite in Los Angeles County. Five percent travel in the opposite direction, commuting between their home in Ventura County and their work site in Santa Barbara County.

Table 4.1: Live/Work Trip Table for Ventura County Residents

<i>Work County</i>	<i>% of Commuters</i>
Ventura	76%
Los Angeles	19%
Santa Barbara	5%

Table 4.2 shows the inter-county flow of travel.

Table 4.2: Live/Work Trip Table for Ventura County Residents

<i>Work County</i>	<i>Commuters</i>
Ventura	263,737
Los Angeles	65,239
Santa Barbara	15,554

*Trips calculated based on U.S. Census Worker Data Ventura County

Those who commute from Ventura to Santa Barbara County have the longest average commute distance, but those who commute to Los Angeles report the longest average commute time. Figures 4.13 and 4.14 show commute distance and time by County for Ventura County commuters.

Figure 4.13: Average Commute Distance by County (n=944)

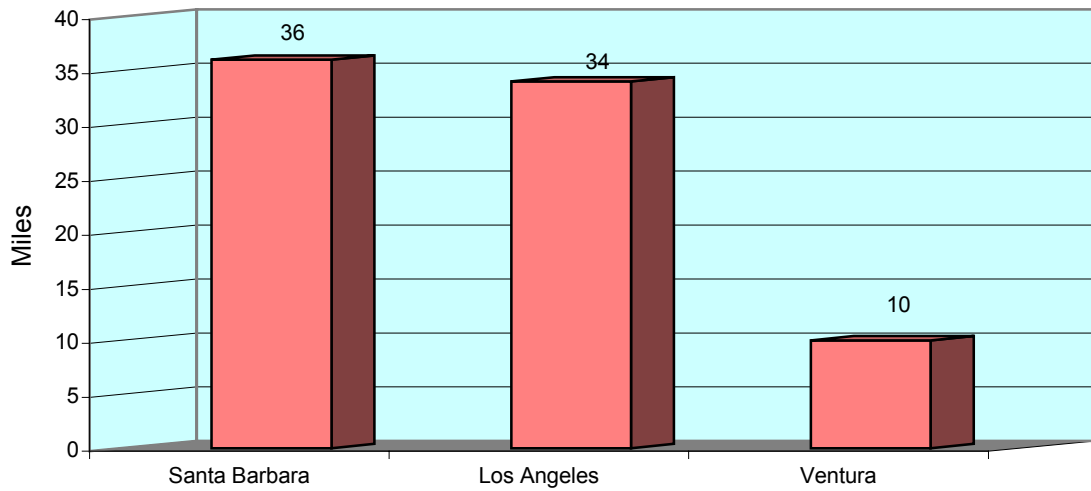
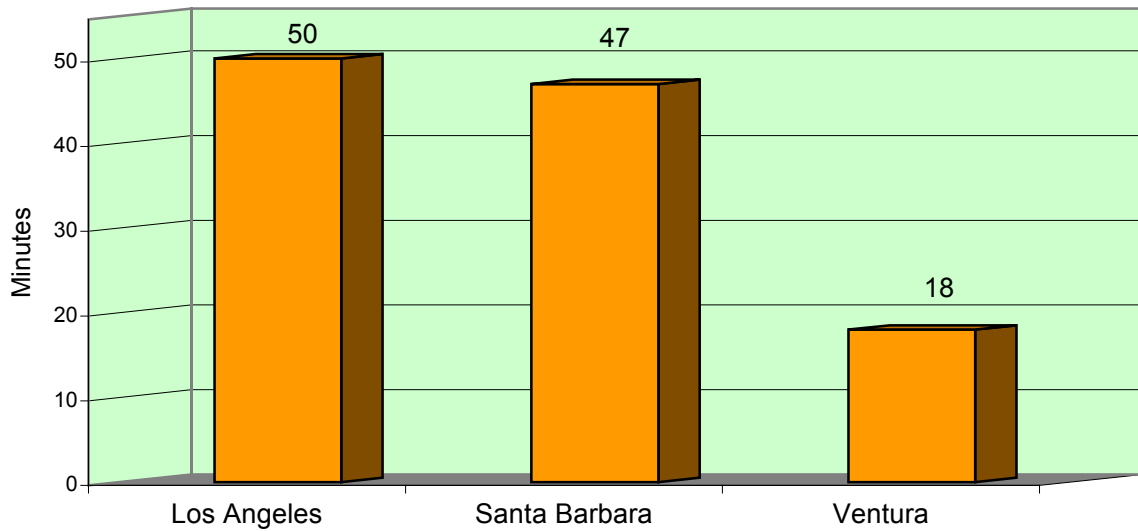


Figure 4.14: Average Commute Time by County (n=954)



4.16: VENTURA COUNTY COMMUTER PROFILE

Demographics

The demographics for the 2002 Commute Profile generally match those reported in the 2000 Census information on Ventura County. The exceptions to this are with those over 60 years of age being under-sampled and those in the highest income bracket being slightly over-sampled. This discrepancy is likely due to the definition of the target universe being those who work 35 hours or more a week. Thus, those over 60 are less likely to work over 35 hours per week, and those in the highest income bracket are more likely to work more than 35 hours per week.

Another discrepancy relative to census data is the proportion of Hispanic population. This is likely attributable to the differences in question structure between the 2002 Commute Profile and the 2000 Census. The 2002 Commute Profile asks respondents to identify ethnicity as White Non-Hispanic, African American, Hispanic, Asian or American Indian. The 2000 Census asks respondents to identify whether they are Hispanic or Non-Hispanic regardless of ethnicity. They then separately ask respondents if they are White, Black, American Indian or Asian. Since Hispanic and Non-Hispanic are mutually exclusive in the Commute Profile question, and overlap occurs in the 2000 Census question, it is natural that the Commute Profile methodology produces a lower incidence of respondents reporting ethnicity as Hispanic.

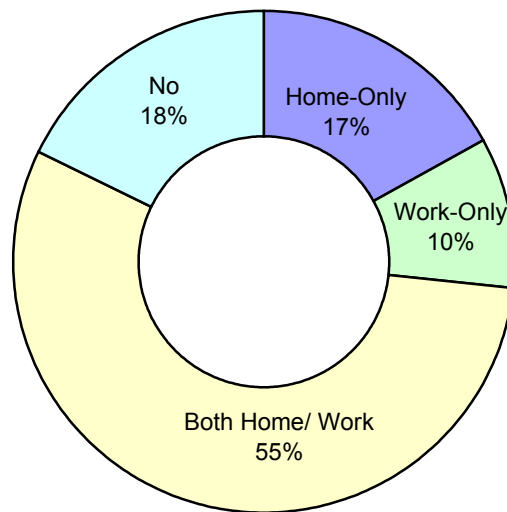
Table 4.3: Comparison of 2002 Commuter Profile of Ventura County Residents with 2000 Census Data

	Description	2002 Commute Profile	2000 Census
Gender	Male	51%	50%
	Female	49%	50%
Income	Less than \$10K	4%	5%
	\$10,000-\$14,999	7%	4%
	\$15,000-\$24,999	10%	9%
	\$25,000-\$34,999	11%	10%
	\$35,000-\$49,999	12%	15%
	\$50,000-\$74,999	19%	22%
	\$75,000-\$99,999	17%	15%
	\$100,000-\$149,999	15%	13%
	\$150,000 or more	7%	5%
Age	18-19	2%	4%
	20-34	32%	28%
	35-44	30%	24%
	45-54	23%	19%
	55-59	7%	6%
	60+	5%	19%
Ethnicity	White/Caucasian	64%	57%
	Black/African American	2%	2%
	Hispanic Origin	27%	33%
	Asian	4%	6%
	American Indian	1%	2%
	Other	1%	0%

Internet Access

Five out of six Ventura County commuters (82%), have internet access either at home, work or both. A majority (55%) have access to the internet at both home and work.

Figure 4.15: Internet Access (n=1,000)



5.0 SAN LUIS OBISPO COUNTY

5.1: Background

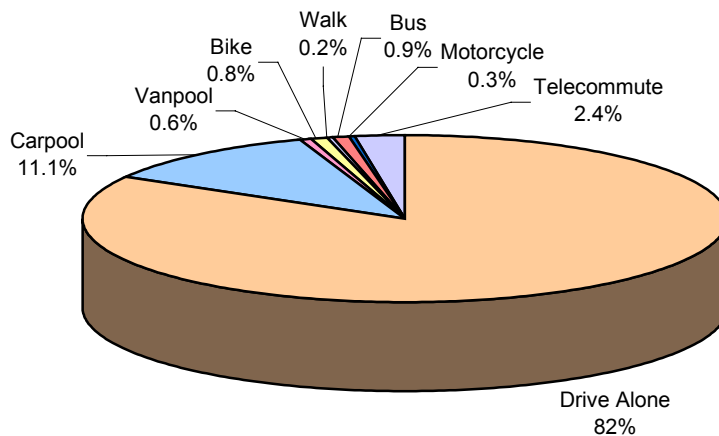
For San Luis Obispo County, SLO Rideshare serves as the rideshare agency and Transportation Demand Management (TDM) program. Some objectives specific to San Luis Obispo County include identifying countywide commuter behavior, measuring awareness of the SLO Rideshare and Ride-On Transportation programs, transit patronage, and inter-county travel.

5.2: Mode Choice

Primary Mode Choice

Four out of five (82%) San Luis Obispo County commuters primarily drive alone to work. Carpooling/vanpooling is the next most frequently cited primary mode at 12 percent.

Figure 5.1: Primary Mode Choice (n=800)

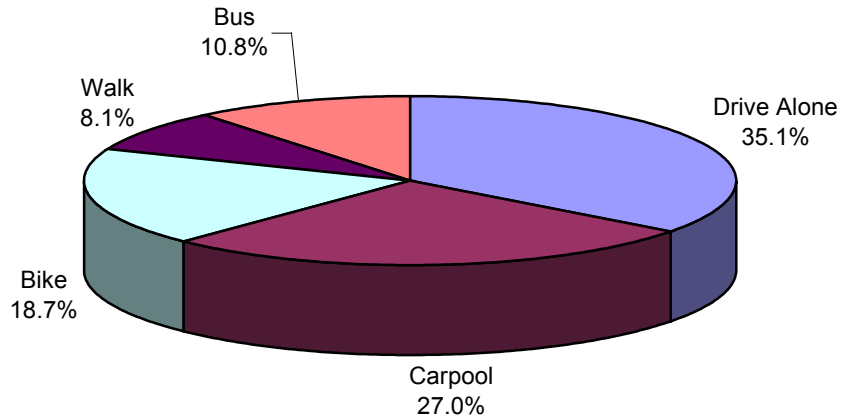


As seen in Figure 5.1, two percent of workers telecommute rather than traveling to a regular work location.

Secondary Mode Choice

Five percent of commuters use more than one mode for their trips to and from work. Driving alone is the secondary mode for one third (35%) of those who use a secondary mode. This is followed by carpooling/vanpooling, and walking/biking, both cited by 27 percent of participants who use a secondary mode.

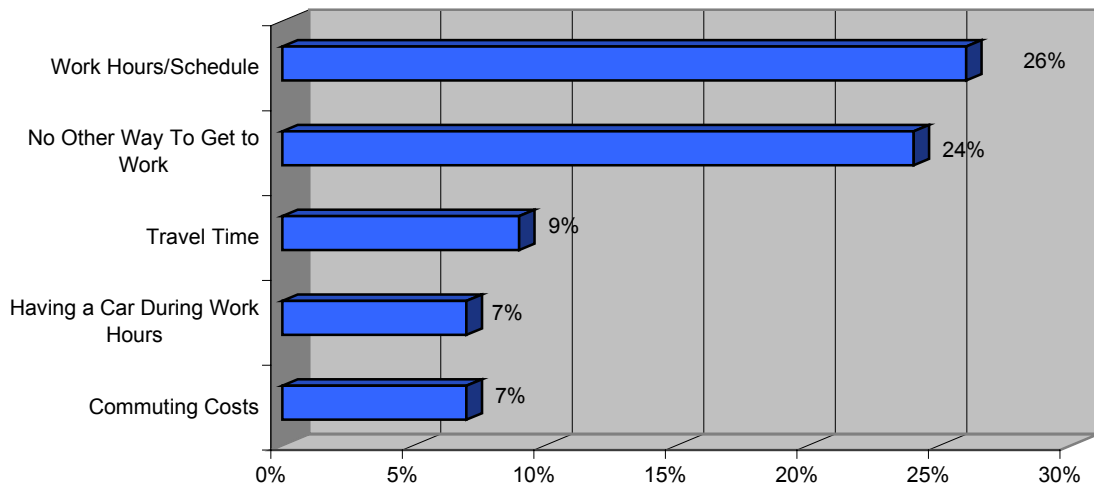
Figure 5.2: Secondary Mode Choice (n=37)



5.3: Reasons for Selecting Primary Mode Selection

Commuters were asked why they selected their primary mode choice. Work schedule (26%), and having no alternative mode options available (24%) are the most frequently cited reasons for the majority of San Luis Obispo commuters. At much lower levels, travel time to and from work (9%), needing a vehicle during work hours (7%), and reducing commuting costs (7%) are the remaining top five reasons for mode selection.

Figure 5.3: Reasons for Primary Mode Choice Selection



The primary motivating factor for mode choice varies by the mode selected. For those who drive alone, work schedule is the most frequently mentioned reason at 31 percent. Defraying commuting costs is most often the reason why those who carpool choose to do so (41%). For transit users, the most frequently cited reason for using public transit is no other way to work (43%).

For participants who say they have no alternative, a follow-up question was asked to further clarify their response. Twenty-two percent of those who drive alone say they do not have the option to carpool because they do not have anyone with whom to carpool. Four percent of commuters who primarily carpool/vanpool say they have no alternative because they do not have a vehicle.

5.4: Carpool/Vanpool Characteristics

Seventy percent of carpools have two people in the vehicle. Another 21 percent generally have three people in the vehicle. The remaining eight percent have more than three people in the vehicle.

At 52 percent, a majority of carpools consist of co-workers. Another 37 percent of carpool partners are household members. Thirteen percent are friends, relatives or acquaintances.

5.5: Transit Usage

One percent (n=7) of San Luis Obispo County commuters use public transit. Four of the seven indicate that they use San Luis Obispo Transit most often. Central Coast Area Transit (CCAT), South Coast Area Transit (SCAT) and Atascadero Transit were each cited by one participant.

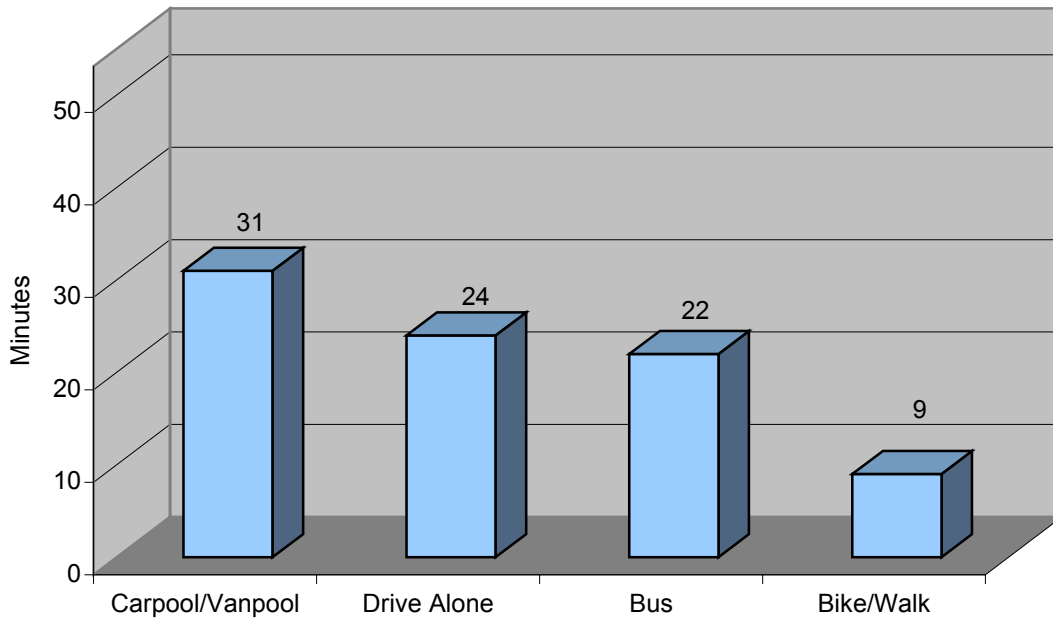
5.6: Commute Time and Distance

Commute Time

The average one-way commute for San Luis Obispo County workers is 25 minutes. Average one-way commute time varies by mode choice with those who carpool/vanpool reporting the longest average commute (31 minutes) and those who primarily walk or bike indicating the shortest average commute (nine minutes).

Figure 5.4 shows average one-way commute time by mode choice.

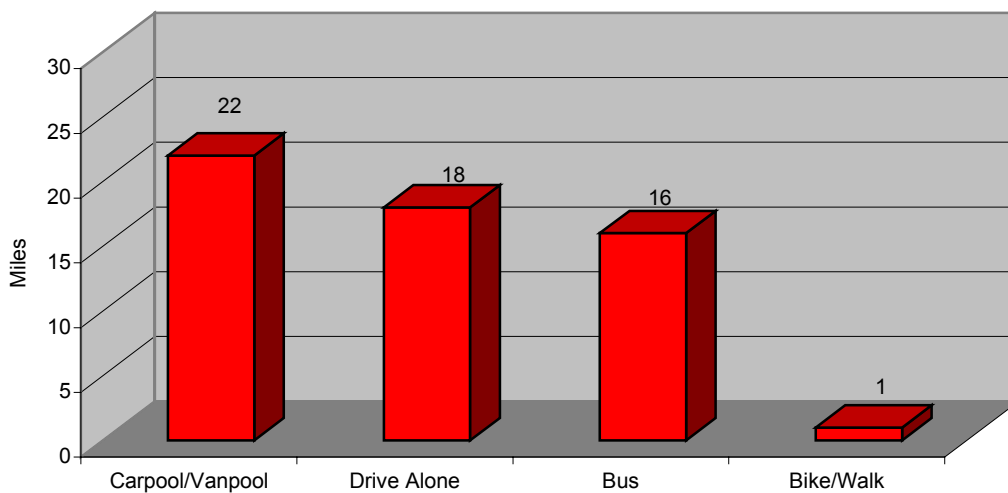
Figure 5.4: Average Commute Time by Primary Mode Choice (n=735)



Commute Distance

On average, SLO County participants are traveling 18 miles each way to and from work. Consistent with commute time, those who carpool/vanpool have the farthest commute (22 miles) and participants who walk/bike have the shortest (1 mile).

Figure 5.5: Average Commute Distance by Primary Mode Choice (n=733)



5.7: Commute Days Per Week

Ninety percent of San Luis Obispo County workers travel to their work location five days per week. Six percent travel to their work site four days a week, and one percent commute to their work site three day per week. Two percent are commuting more than five day a week.

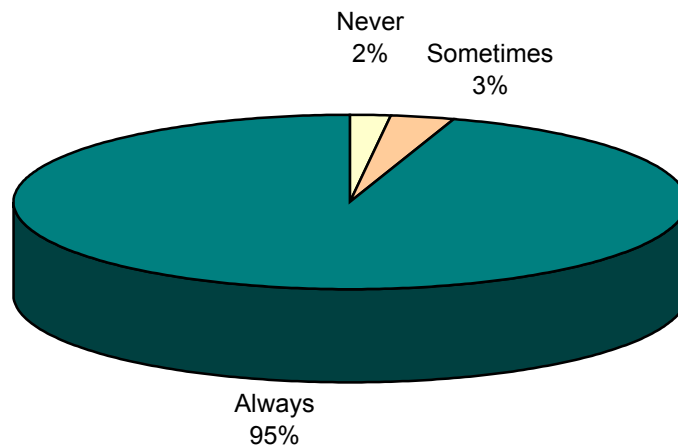
5.8: Work Schedule

One in ten San Luis Obispo County commuters work on an alternative schedule. At five percent, a 4 day/40 hour schedule is the most common alternative work schedule. Two percent cite a 9 day/80 hour work week.

5.9: Vehicle Availability

Ninety-eight percent of San Luis Obispo commuters always (95%) or sometimes (3%) have a vehicle available to get to and from work. Only two percent say they never have a vehicle available for their work trips.

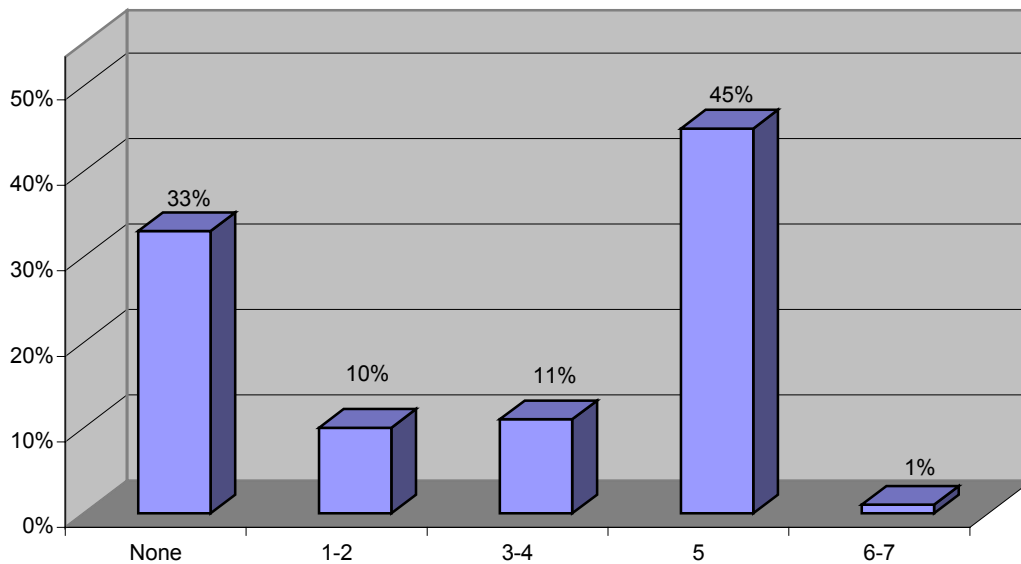
Figure 5.6: Vehicle Availability (n=800)



5.10: Require use of a Vehicle During Work Hours

At 45 percent, nearly half of San Luis Obispo County workers say they need a vehicle during work hours for business or personal trips. Twenty-one percent indicate they don't need a vehicle everyday, but do need one at least once throughout the week. Finally, 33 percent indicate that they never need a vehicle during work hours.

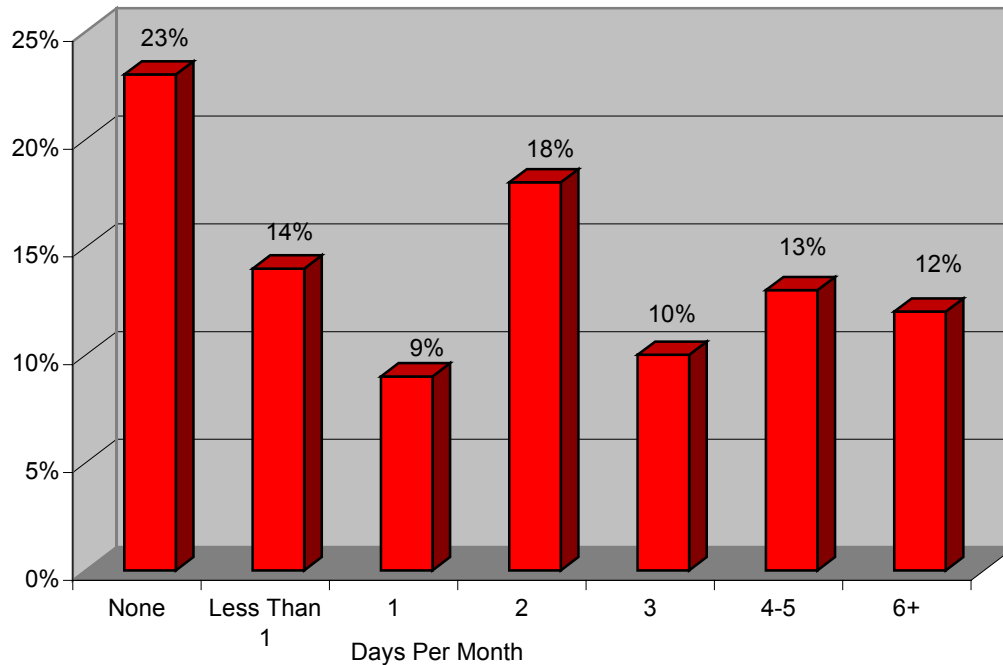
Figure 5.7: Require a Vehicle During Work Hours (n=800)



5.11: Telecommuting As An Option

One in six San Luis Obispo County workers who generally commute to a work site have the opportunity to work at home, at least some of the time. Of those who have the opportunity to work at home (n=116), 62 percent take advantage of the opportunity at least once during the month. Figure 5.8 shows the number of days workers stay at home rather than traveling to their regular work site.

Figure 5.8: Number of Days Commuters Telecommute Instead of Traveling to Their Regular Work Site (n=116)

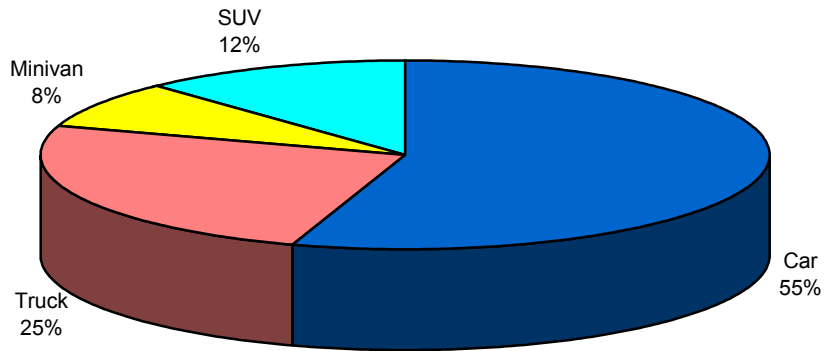


5.12: Primary Vehicle Characteristics

Vehicle Type

Respondents were asked to classify their primary vehicle as a car, truck, SUV or minivan. At 55 percent, over half of commuters classify their vehicle as a car. An additional 25 percent indicated their car is a truck and 12 percent classify their vehicle as an SUV. Eight percent say their vehicle is a minivan.

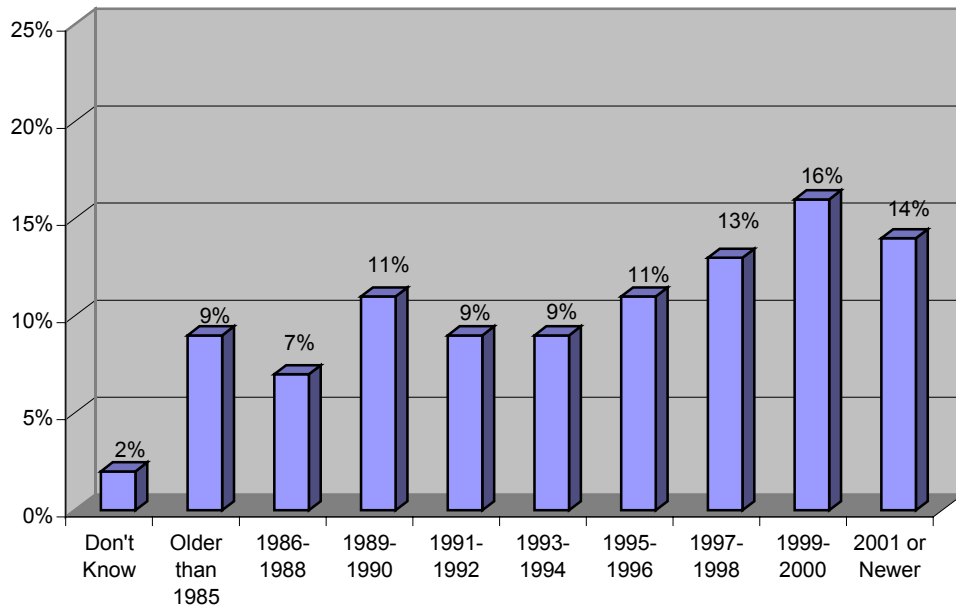
Figure 5.9: Vehicle Type (N=783)



Year of Vehicle

Forty-three percent of vehicles in San Luis Obispo County are five years old or newer. Twenty percent are between six and ten years old. The remaining 36 percent are older than 10 years.

Figure 5.10: Year of Vehicle (n=783)

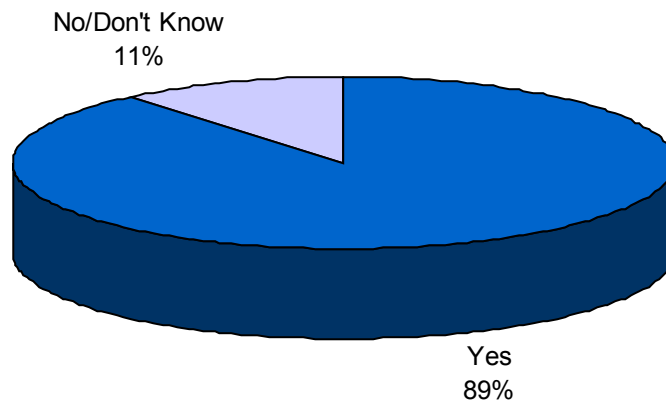


5.13: Parking Availability and Employer Encouragement of Non-SOV Modes

Parking Availability

At 89 percent, the vast majority of San Luis Obispo workers have free all-day parking available at or near their work site.

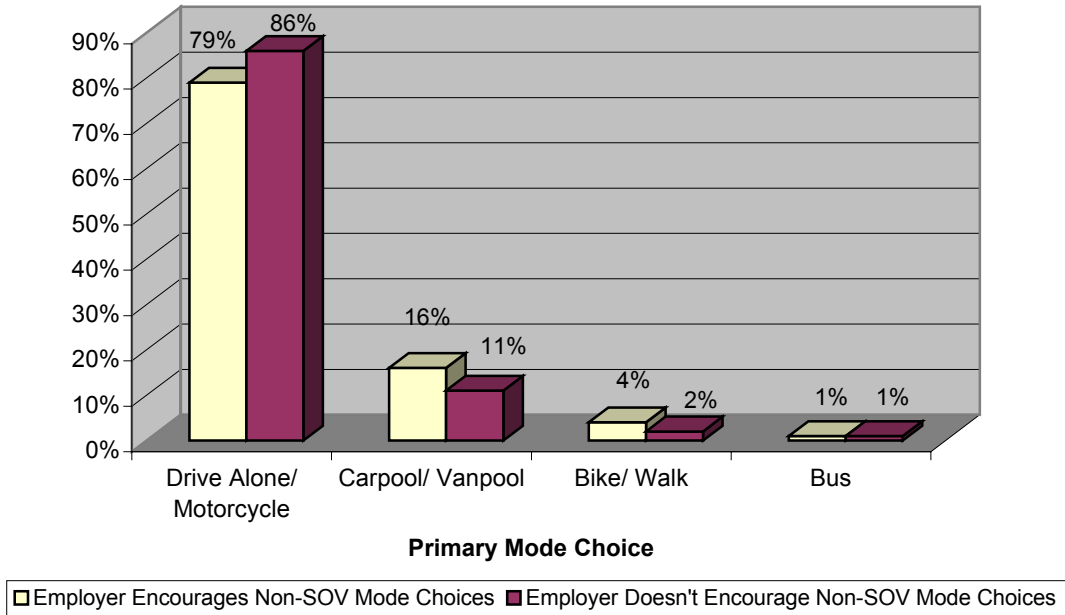
Figure 5.11: Parking Availability (n=784)



Employer Encouragement of Non-SOV Modes

Participants were asked if their employer encourages them to use transit, carpool, bike or walk to work. One-third (32 percent) of respondents say that their employer does encourage them to use non-SOV modes. Among those who say their employer encourages them to utilize alternatives (n=248), the incidence of driving alone decreases from 86 percent for employers who do not encourage non-SOV modes to 78 percent.

Figure 5.12: Impact of Employer Encouragement of Non-SOV Mode Selection

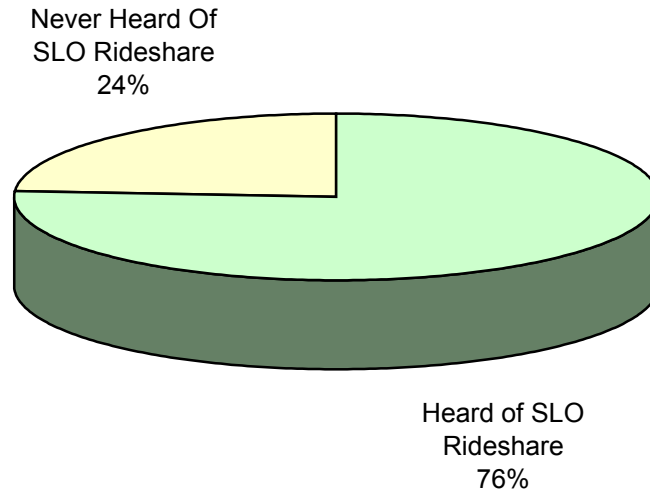


5.14: Awareness of SLO Rideshare and Ride-On Transportation

SLO Rideshare

At 76 percent, awareness for the SLO Rideshare organization is relatively high. The media has had the largest impact on awareness with 57 percent saying they heard about the organization through the media. Word-of-Mouth, via friends and relatives (nine percent), and employers (nine percent) are tied as the second largest source of awareness.

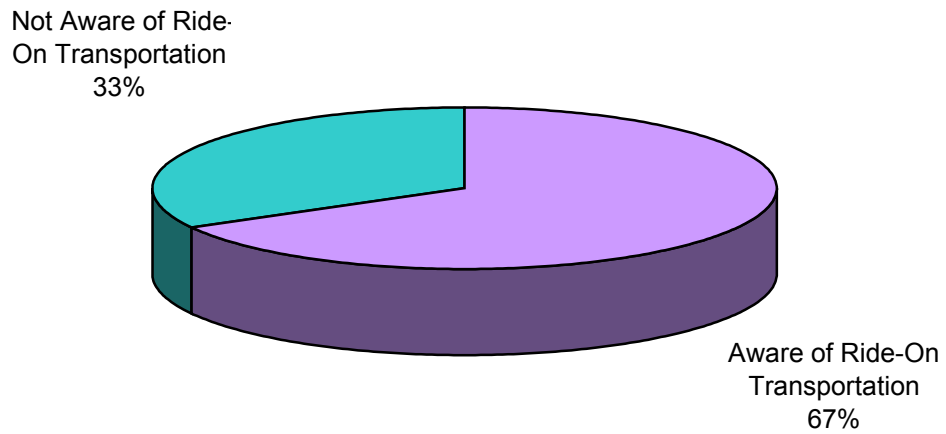
Figure 5.13: Awareness of the SLO Rideshare Organization (n=604)



Ride-On Transportation

Awareness of Ride-On Transportation is also relatively high with two-thirds saying they have heard of Ride-On Transportation.

Figure 5.14: Awareness of Ride-On Transportation (n=533)



When asked how they became aware of the Ride-On Transportation Program, the media has had the largest impact, at 33 percent. The Ride-On Transportation bus has also been very effective in raising awareness levels, with 17 percent saying that is how they became aware of the program. Word-of-Mouth via employers, friends and co-workers were cited by 12 and 10 percent respectively. Ten percent mentioned the freeway sign. No other sources were mentioned by more than five percent of participants

5.15: Inter-County Travel

Eighty-eight percent of San Luis Obispo County residents live and work in San Luis Obispo County. Eight percent travel to Santa Barbara County for work and one percent travel to Los Angeles County. Three percent travel to a different county for work.

Table 5.1: Live/Work Trip Table for San Luis Obispo County Residents	
<i>Work County</i>	<i>% of Commuters</i>
San Luis Obispo	88%
Santa Barbara	8%
Los Angeles	1%
Other	3%

Table 5.2 below shows the inter-county flow of travel.

Table 5.2: Live/Work Trip Table for San Luis Obispo County Residents	
<i>Work County</i>	<i>Commuters</i>
San Luis Obispo	94,762
Santa Barbara	8,517
Los Angeles	1,078
Other	3,364

*Trips calculated based on U.S. Census Worker Data San Luis Obispo County

Figures 5.15 and 5.16 describe travel time and distance in relation to County.

Figure 5.15: Average Commute Distance by County

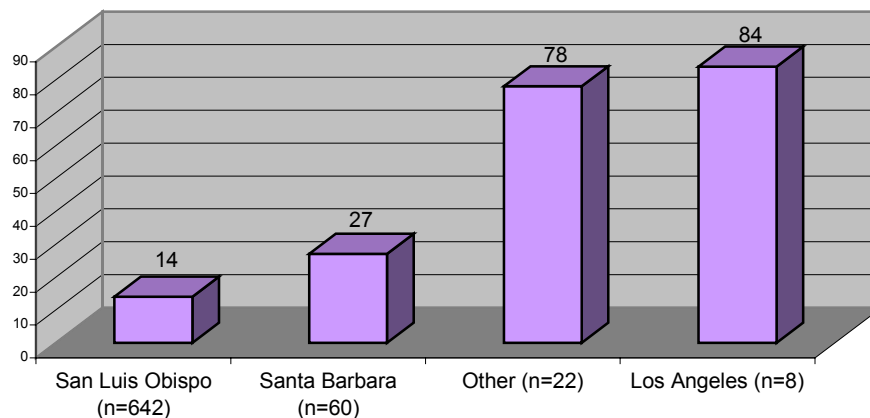
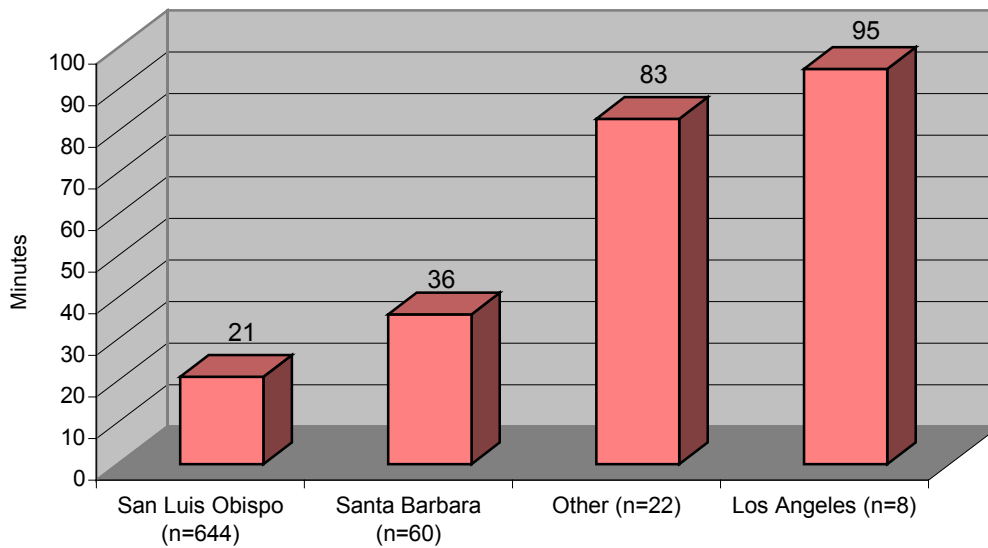


Figure 5.16: Average Commute Time by County



5.16: COMMUTER PROFILE

Demographics

Demographics for the San Luis Obispo County largely match those reported in the 2000 census. There are some discrepancies in age and income. Those discrepancies are likely due to the target universe being defined as 18 years of age or older and working 35 hours or more a week. For age, those who are over 60 were under sampled and those between 35 – 54 are over-sampled when compared to the census, this disparity is likely attributed to the fact that those over sixty are less likely to work 35 or more hours per week and those between 35-53 are more likely to work 35 hours or more per week. The same principle applies to income, where those who work 35 hours per week or more are more likely to have higher household incomes, resulting in those with lower incomes being under-sampled. Therefore, survey results are likely to be representative of the desired target audience.

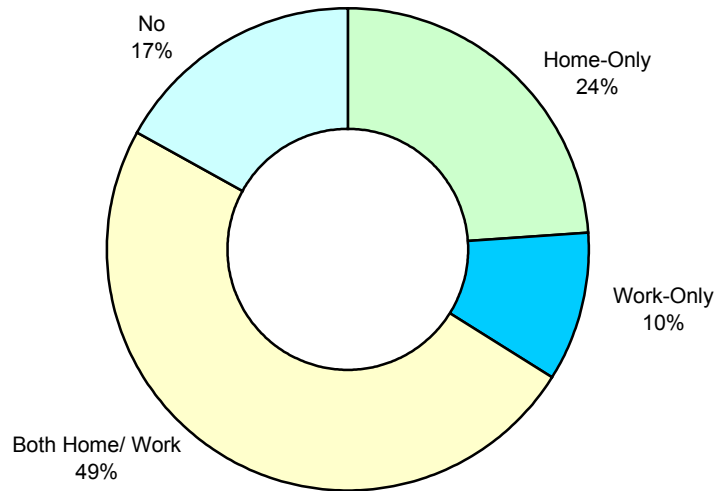
Table 5.3: Comparison of 2002 Commuter Profile of San Luis Obispo County Residents with 2000 Census Data

	Description	2002 Commute Profile San Luis Obispo County Residents	2000 Census
Gender	Male	51%	51%
	Female	49%	49%
Income	Less than \$10K	5%	10%
	\$10,000-\$14,999	5%	8%
	\$15,000-\$24,999	9%	15%
	\$25,000-\$34,999	15%	14%
	\$35,000-\$49,999	18%	18%
	\$50,000-\$74,999	21%	18%
	\$75,000-\$99,999	14%	9%
	\$100,000-\$149,999	10%	7%
	\$150,000 or More	4%	2%
Age	18-19	3%	4%
	20-34	29%	27%
	35-44	25%	20%
	45-54	30%	19%
	55-59	8%	6%
	60+	4%	23%
Ethnicity	White/Caucasian	76%	76%
	Black/African American	1%	2%
	Hispanic Origin	14%	16%
	Asian	2%	4%
	American Indian	2%	2%
	Other	0%	0%

Internet Access

At 84 percent, four out of five residents living in San Luis Obispo County have internet access. Nearly half (49%) have access at both home and work while 24 percent only have access at home. The remaining ten percent only have access at their work site.

Figure 5.17: Access to the Internet (n=800)



6.0 OVERALL REGIONAL ANALYSIS

6.1: Background

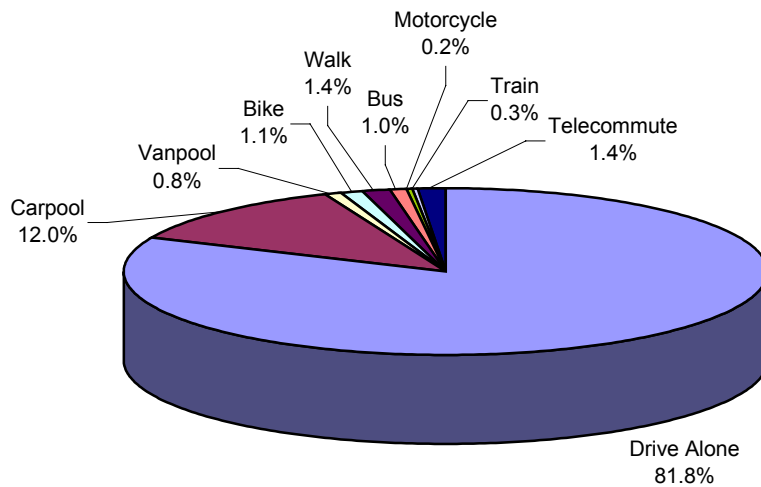
This portion of the report discusses the region as a whole. In order for the counties to be representative of the region, the results have been weighted according to population for each of the three Counties.

6.2: Regional Mode Choice

Regional Primary Mode Choice

Nearly five out of six commuters (82%) travel to work by driving alone¹¹. An additional 13 percent primarily carpool or vanpool to work. No other single mode was mentioned by more than one percent.

Figure 6.1: Regional Primary Commute Mode (n=2,985)



¹¹ Commuters were asked how they commute to work in a typical week.

Table 6.1: Primary Commute Mode by County of Residence			
Mode Choice	San Luis Obispo	Santa Barbara	Ventura
Drive Alone	82.0%	79.7%	82.8%
Carpool	11.1%	10.3%	13.2%
Vanpool	.6%	.5%	1.0%
Walk	2.0%	2.5%	.6%
Bike	.8%	2.8%	.4%
Bus	.9%	1.9%	.5%
Train	N/A	--	.6%
Motorcycle	.3%	.3%	.2%
Telecommute	2.4%	2.0%	.7%

Ventura County has the highest proportion of SOVs at 83 percent, and Santa Barbara County has the lowest, at 80 percent.

When primary mode choice was compared with 2000 Census data, the proportions of those who drive alone and carpool were slightly lower than study findings. These differences are likely attributed to a difference in the target universe. For the 2000 Census data, the target universe was civilians 16 years of age or older who do any work as a paid employee during the referenced week or have a job as a paid employee but were not at work during the referenced week (essentially those who were temporarily absent). For the 2002 Commute Profile, the target universe consisted of residents over the age of 18 who work 35 hours or more per week. It is likely that those who work part-time and/or are 15 – 17 years of age are much more likely to employ non-SOV modes of transportation.

Regional Secondary Mode Choice

Five percent of commuters living in the three-county area use a secondary mode to travel to and from work¹². The most common secondary mode is carpooling (29%) followed by driving alone (27%). Figure 6.2 shows secondary mode selection for the region.

¹² A secondary mode is defined as a different mode used on a different day to travel to and from work.

Figure 6.2: Regional Secondary Mode Selection (n=155)

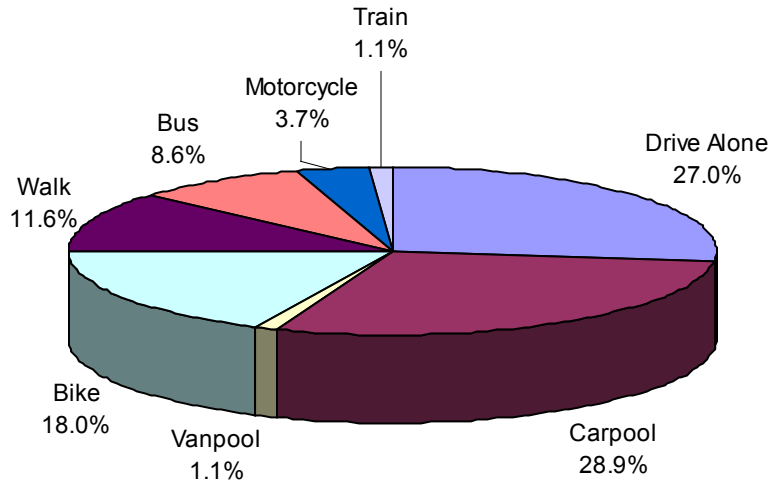


Table 6.2: Secondary Commute Mode by County of Residence

Mode Choice	San Luis Obispo	Santa Barbara	Ventura
Drive Alone	35.1%	25.3%	25.5%
Carpool	27.0%	25.3%	31.9%
Vanpool	N/A	N/A	2.1%
Walk	.4%	8.5%	14.9%
Bike	18.9%	25.3%	12.8%
Bus	.5%	14.1%	4.3%
Train	N/A	N/A	2.1%
Motorcycle	N/A	1.4%	6.4%
Telecommute	N/A	N/A	N/A

6.3: Commute Time and Distance To and From Work

Regional Commute Time

For the region overall, the average commute time is 24 minutes. Residents of Ventura County have the longest average commute time, at 26 minutes. However, commute length increases dramatically when workers commute to a different county than where they live. Table 6.2 shows commute time with respect to the County of origin and the County of destination.

Table 6.3: Average Commute Time (Minutes)					
Origin County	Destination County				
	Santa Barbara	Ventura	San Luis Obispo	Los Angeles	Other
Santa Barbara	19.93	44.62	39.27	87.50	255.0
Ventura	47.21	18.37	N/A	49.74	65.0
San Luis Obispo	35.66	150.0	20.55	95.00	83.33

Regional Commute Distance

Sixteen miles is the average commute distance for the region. Workers residing in San Luis Obispo County have the longest commute length of 18 miles. Table 6.4 shows commute length with respect to the county of origin and county of destination.

Table 6.4: Average Commute Distance (Miles)					
Origin County	Destination County				
	Santa Barbara	Ventura	San Luis Obispo	Los Angeles	Other
Santa Barbara	12.87	35.7	32.76	79.13	115.0
Ventura	36.125	10.49	--	33.599	55.0
San Luis Obispo	27.483	130.00	14.24	83.63	77.73

6.4: Regional Commute Days Per Week

Ninety-two percent of residents commute five days a week. Another six percent commute four days during the week. One percent of residents commute three days a week and one percent commute six days a week.

Figure 6.3: Regional Commute Days Per Week (n=2,985)

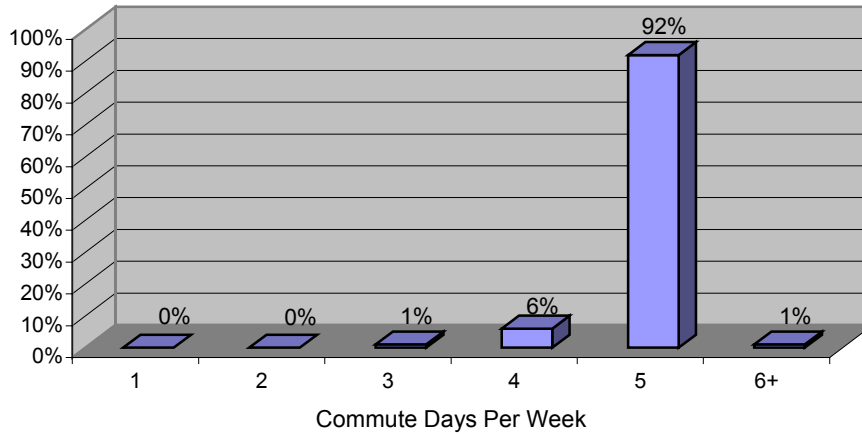


Table 6.5: Commute Days Per Week by County						
Origin County	Days Per Week					
	1	2	3	4	5	6+
Santa Barbara	0%	0%	4%	5%	93%	1%
Ventura	0%	0%	1%	6%	92%	1%
San Luis Obispo	0%	0%	1%	6%	90%	2%

6.5: Regional Work Schedule

Ninety-one percent of commuters work a traditional five-day work week. Nine percent work on an alternative schedule. The most common alternative work schedule is a 4 day/40 hour work week, at five percent. Two percent indicate they work on a 9 day/80 hours work week and the remaining two percent work on a different alternative schedule.

Figure 6.4: Regional Work Schedule (n=2,985)

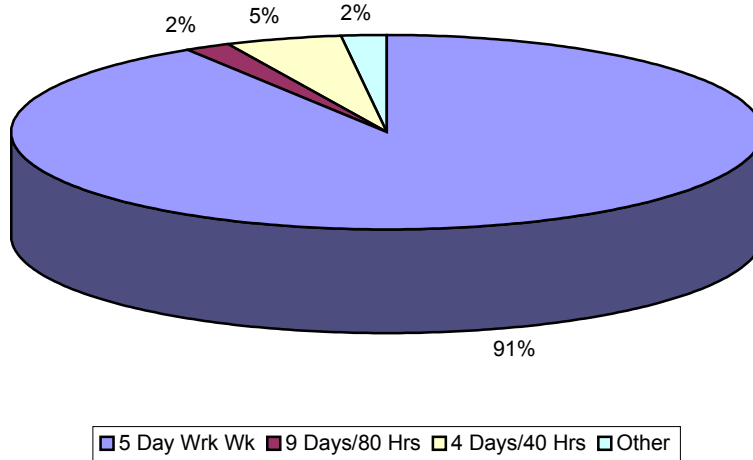


Table 6.6: Work Schedule by County				
County Of Residence	Work Schedule			
	Five Day Work Week	Four Days/ 40 Hours	Nine Days/ 80 Hours	Other
Santa Barbara	92%	4%	2%	2%
Ventura	91%	5%	2%	2%
San Luis Obispo	90%	5%	2%	3%

6.6: Regional Vehicle Availability

At 97 percent, nearly all of the residents living in the region have a vehicle available, either always (93%) or sometimes (4%). Only three percent never have a vehicle available for getting to work.

Figure 6.5: Regional Vehicle Availability (n=2,985)

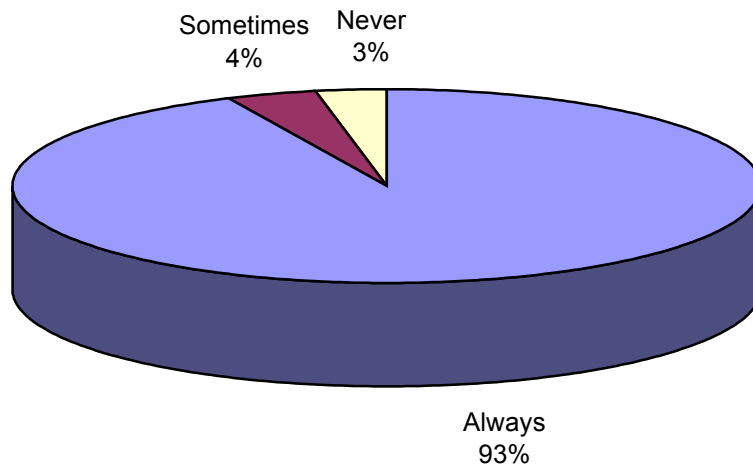


Table 6.7: Vehicle Availability by County

County Of Residence	Vehicle Availability		
	Always	Sometimes	Never
San Luis Obispo	95%	3%	2%
Santa Barbara	91%	4%	5%
Ventura	93%	4%	3%

6.7: Regional Employer Encouragement of Non-SOV Modes

Commuters were asked if their employers encouraged them to use alternative modes. Thirty-eight percent of workers indicated that their employer does in fact encourage an alternate mode. As seen in Figure 6.4, employees who work for organizations where they are encouraged to use Non-SOV modes are much more likely to use alternative modes.

Figure 6.6: Regional Employer Encouragement of Non-SOV Modes (n=2,949)

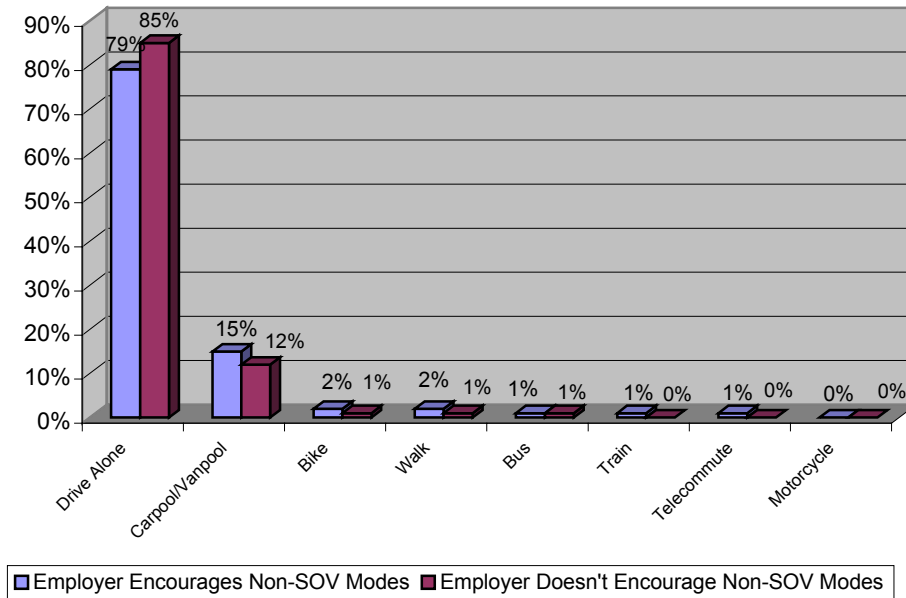


Table 6.8: Impact of Employer Encouragement of Non-SOV Modes by County

Mode Choice	San Luis Obispo		Santa Barbara		Ventura	
	Yes	No	Yes	No	Yes	No
Drive Alone	79%	86%	77%	84%	80%	85%
Carpool/Vanpool	16%	11%	12%	10%	17%	13%
Walk/Bike	4%	2%	7%	4%	1%	1%
Bus/Train	1%	1%	3%	2%	2%	1%

6.8: Regional Rideshare Agency Awareness

Regionwide, 58 percent of commuters are aware of their local rideshare agency. SLO Rideshare has the highest awareness level, with 75 percent of San Luis Obispo workers indicating they are aware of the agency. Two-thirds of Ventura County workers are aware of Southern California Rideshare agency. One third of Santa Barbara County workers are aware of their regional rideshare agency, Traffic Solutions.

Figure 6.7: Regional Rideshare Agency Awareness (n=2,985)

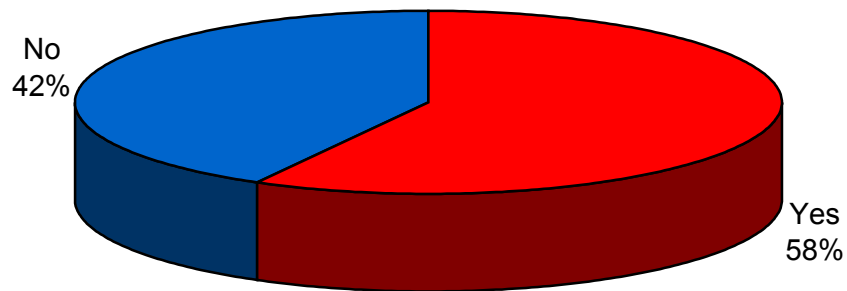


Table 6.9: Rideshare Agency Awareness by County	
County Of Residence	% Aware of Local Rideshare Agency
San Luis Obispo	76%
Santa Barbara	33%
Ventura	65%

6.9: Inter-County Travel

A majority of workers (83%) reside in the county in which they work. However, 17% percent of commuters travel to a different county for work. Table 6.3 shows inter-county travel for the three-county region.

Table 6.10: Trip Table					
Origin County	Destination County				
	Santa Barbara	Ventura	San Luis Obispo	Los Angeles	Other
Santa Barbara	26%	1%	2%	0%	0%
Ventura	3%	42%	0%	10%	0%
San Luis Obispo	1%	0%	15%	0%	1%

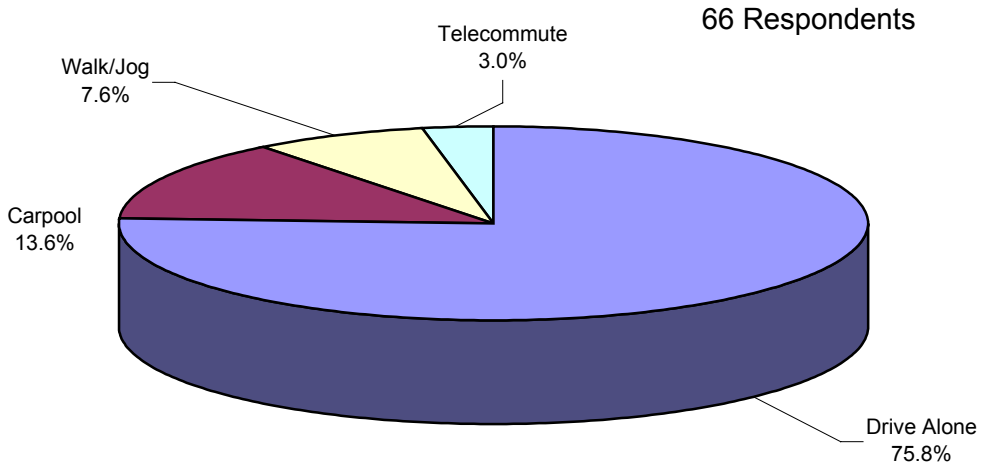
Since population varies significantly by county, Table 6.4 shows inter-county travel as it relates to population.

Table 6.11: Trip Table by Population					
Origin County	Destination County				
	Santa Barbara	Ventura	San Luis Obispo	Los Angeles	Other
Santa Barbara	164,151	3,331	9,691	1,514	757
Ventura	15,555	263,757	65,329	1,037	345,658
San Luis Obispo	8,490	135	94,735	1,078	3,369

*Data has been expanded to the total population, however, this number is artificially high because no adjustment has been made for the proportion of the population that do not work 35 hours per week or more and who are not 18 years of age or older.

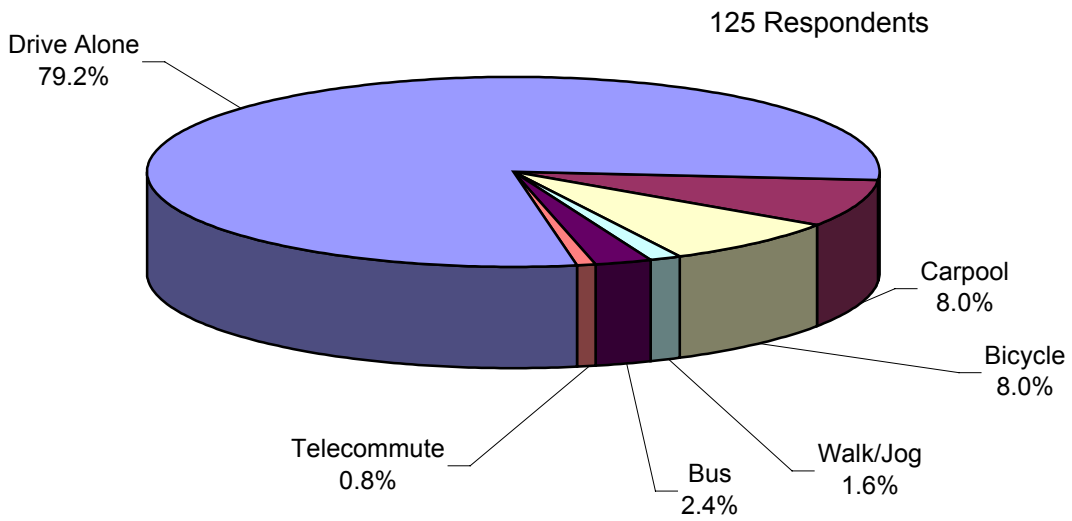
APPENDIX A: Santa Barbara County Regional Mode Choice Selection and Average Commute Time and Distance

Primary Mode Choice: Santa Ynez Region



*Based on County of Residence
 The Santa Ynez Region consists of: Buellton, Los Alamos, Los Olivos, Santa Ynez and Solvang.

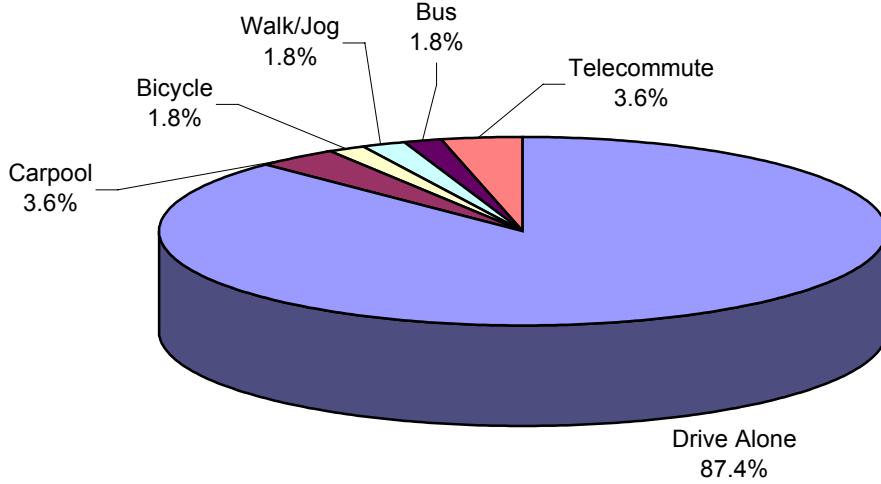
Primary Mode Choice: Goleta Region



*Based on County of Residence
 The Goleta Region are comprised of the cities of Goleta and Isla Vista

Primary Mode Choice: Carpinteria Region

55 Respondents

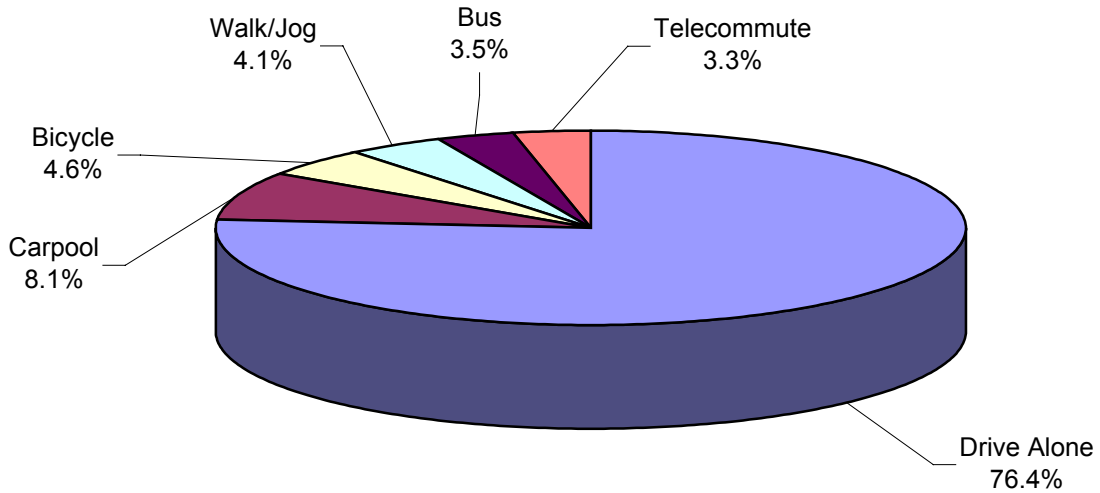


*Based on County of Residence

The Carpinteria Region is comprised of the cities of Carpinteria, Montecito and Summerland

Primary Mode Choice: Santa Barbara Region

369 Respondents

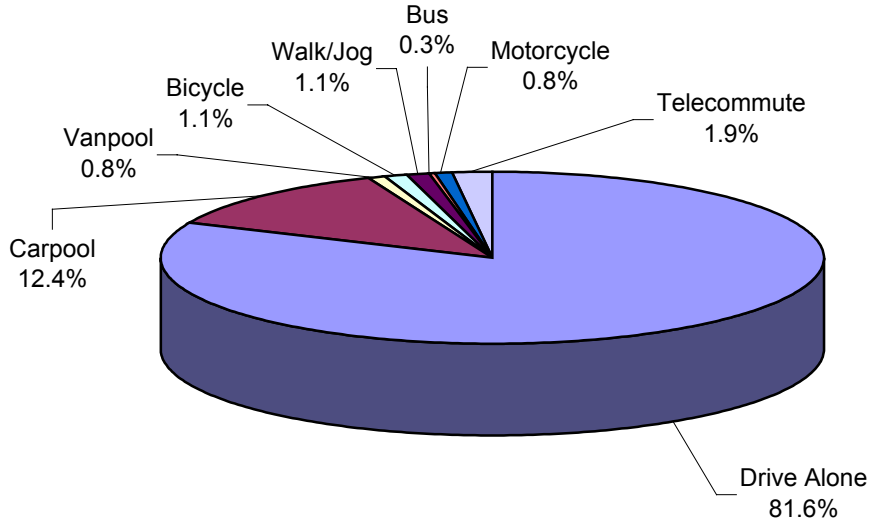


*Based on County of Residence

The Santa Barbara Region is the City of Santa Barbara

Primary Mode Choice: Santa Maria Region

362 Respondents

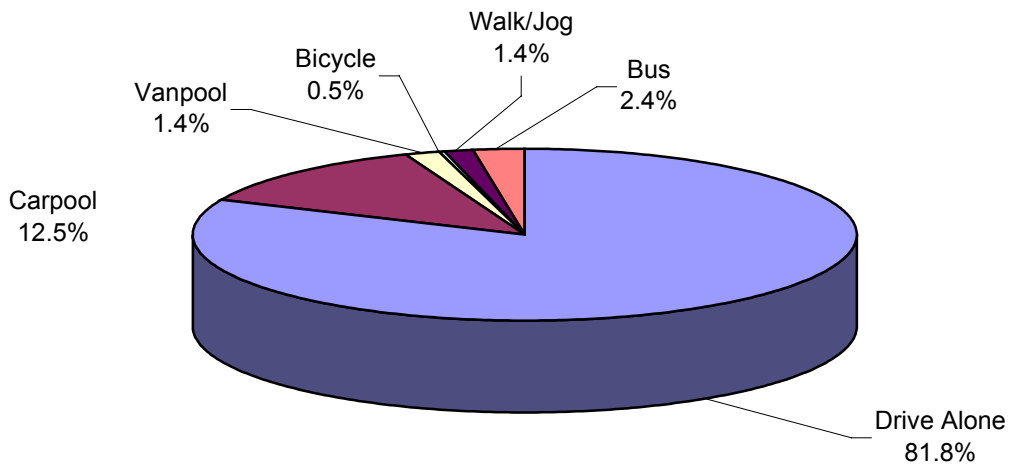


*Based on County of Residence

The Santa Maria Region is comprised of the cities of Orcutt, Santa Maria and Guadalupe

Primary Mode Choice - Lompoc Region

208 Respondents



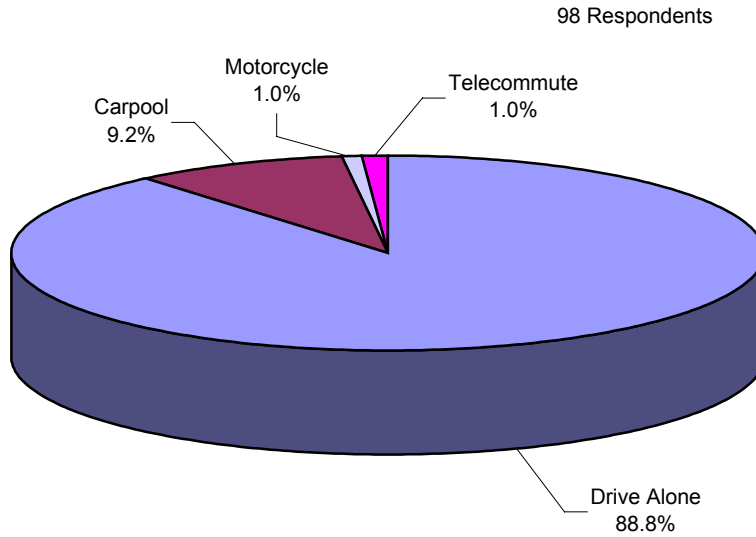
*Based on County of Residence

The Lompoc Region is comprised of Lompoc and Vanderberg AFB

Average Commute Time and Distance Santa Barbara County		
<i>Region</i>	<i>Average in Minutes</i>	<i>Average in Miles</i>
Santa Ynez	22.4	15.9
Goleta	16.0	9.4
Carpinteria	26.8	16.8
Santa Barbara	17.7	10.2
Lompoc	28.9	21.9
Santa Maria	24.2	17.0

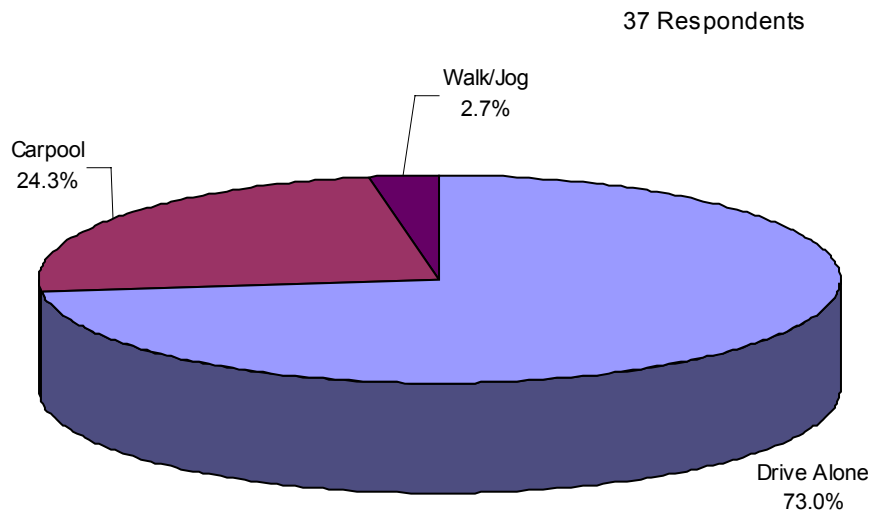
Appendix B: Ventura County Regional Mode Choice Selection and Average Commute Time and Distance

Primary Mode Choice - Camarillo Region



*Based on the county of residence
The Camarillo region is comprised of the cities of Camarillo and Somis

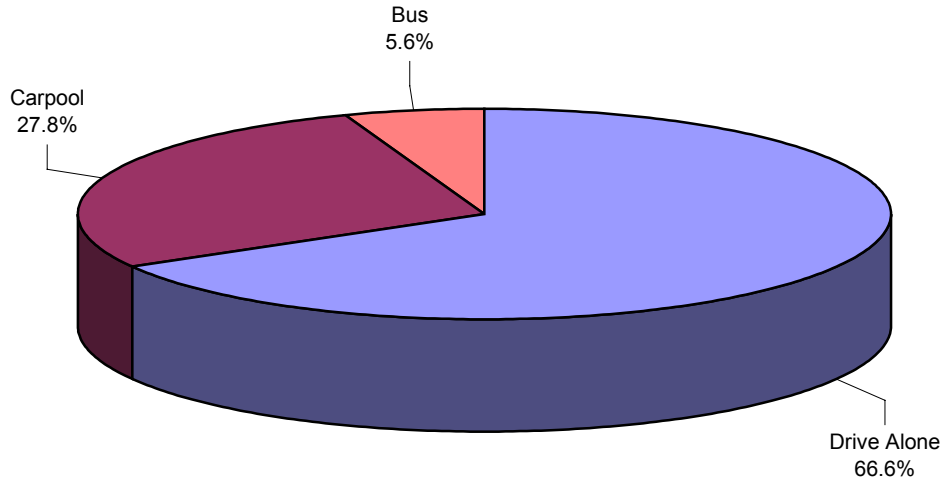
Primary Mode Choice - Santa Paula Region



*Based on the county of residence
The Santa Paula region is comprised of the city of Santa Paula

Primary Mode Choice - Fillmore Region

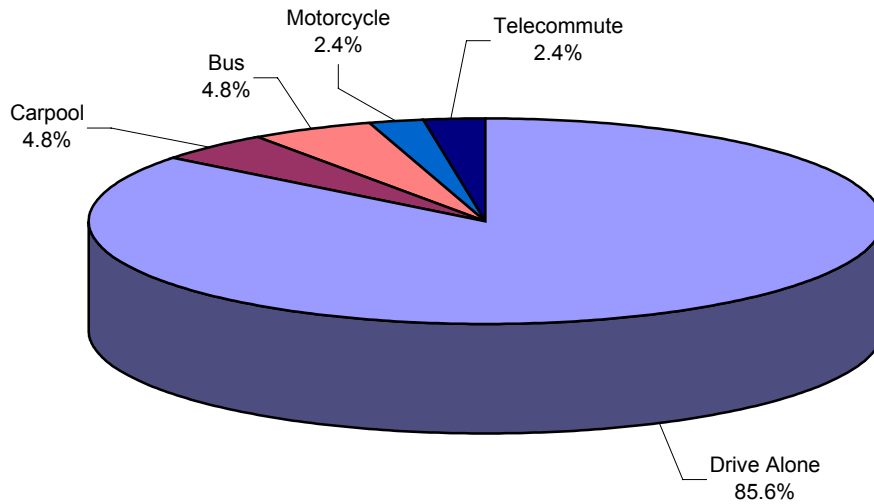
18 Respondents



*Based on the county of residence
The Fillmore region is comprised of the cities of Fillmore and Piru

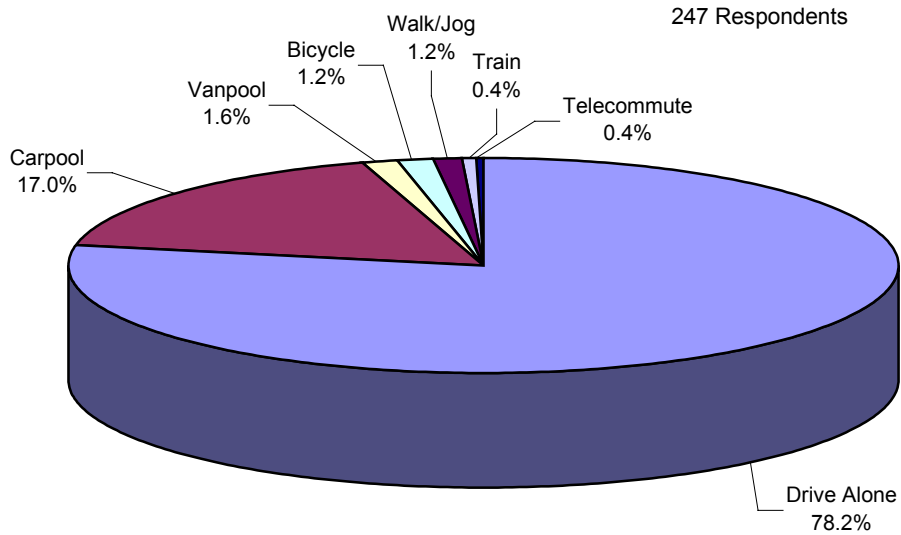
Primary Mode Choice - Ojai Valley Region

42 Respondents



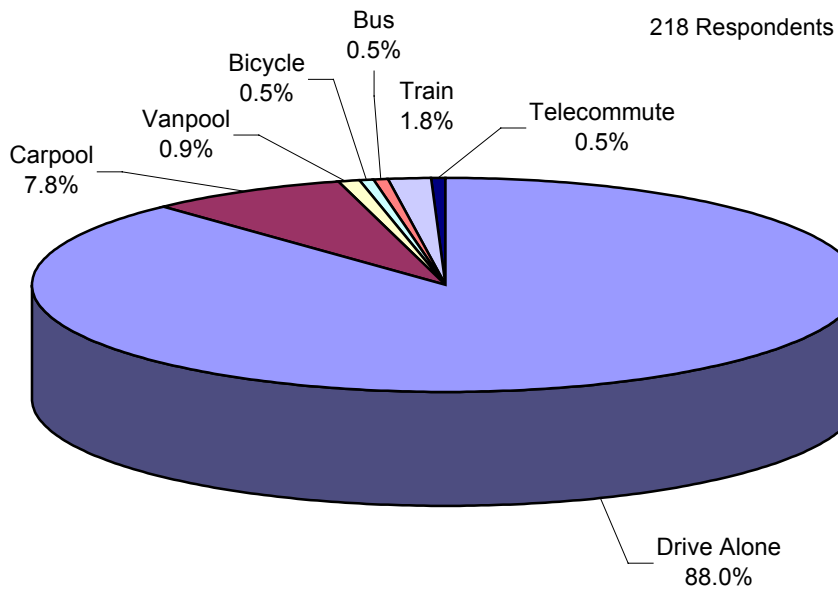
*Based on the county of residence
The Ojai Valley region is comprised of the cities of Ojai and Oak View.

Primary Mode Choice - Oxnard Region



*Based on the county of residence
The Oxnard region is comprised of the cities of Oxnard, Point Mugu, and Port Hueneme.

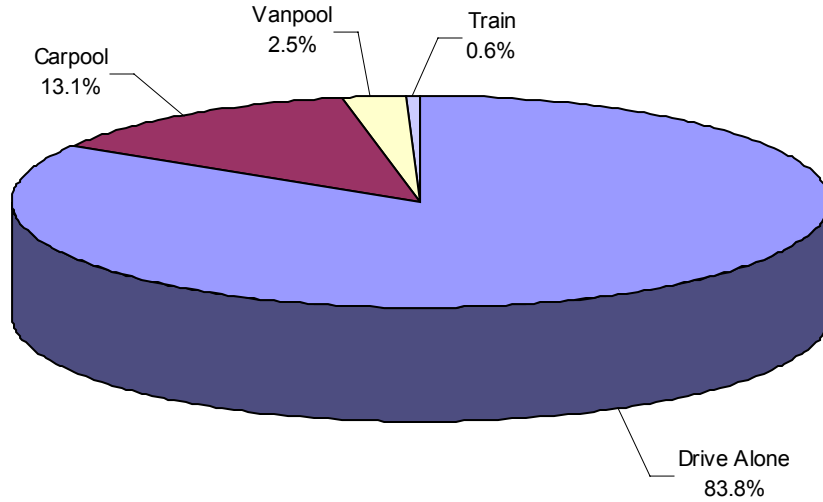
Primary Mode Choice - Simi Valley Region



*Based on the county of residence
The Simi Valley region is comprised of the cities of Simi Valley, Moorpark, and Brandeis.

Primary Mode Choice - Thousand Oaks Region

160 Respondents

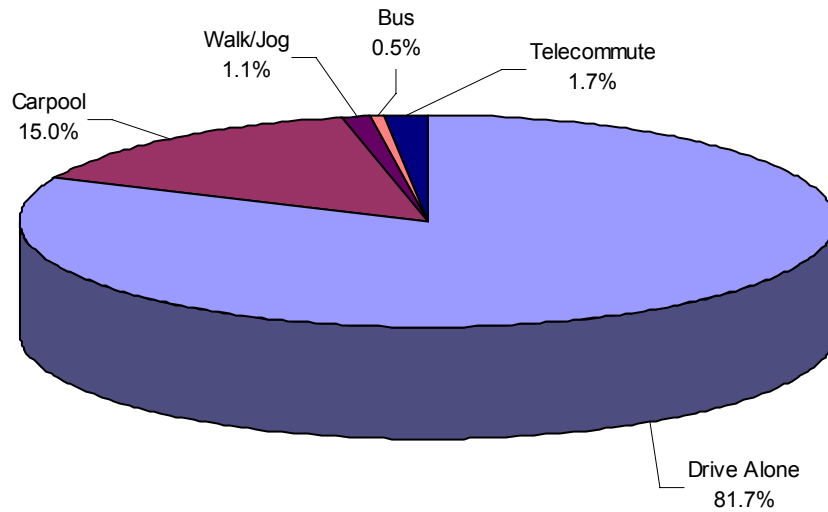


*Based on the county of residence

The Thousand Oaks region is comprised of the cities of Agoura, Westlake Village, Thousand Oaks, Newbury Park, and Oak Park

Primary Mode Choice - Ventura Region

180 Respondents

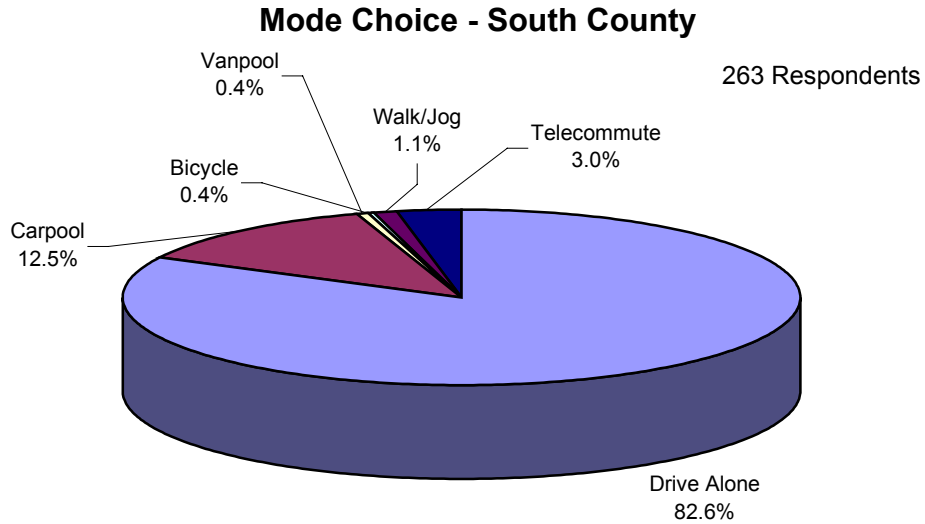


*Based on the county of residence

The Ventura region is comprised of the city of Ventura.

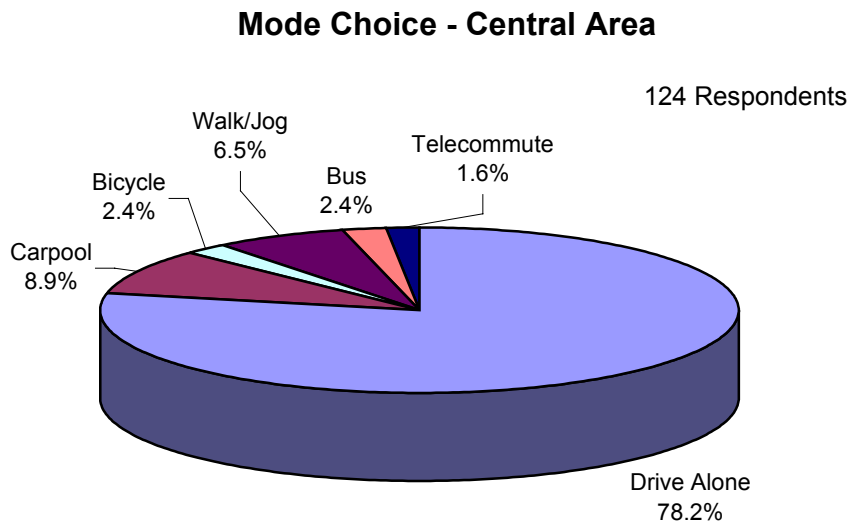
Average Commute Time and Distance Ventura County		
<i>Region</i>	<i>Average in Minutes</i>	<i>Average in Miles</i>
Thousand Oaks	29.9	18.8
Simi Valley	30.5	19.2
Camarillo	22.4	15.2
Oxnard	20.7	12.2
Ventura	24.2	15.4
Ojai Valley	25.6	16.6
Santa Paula	27.4	18.4
Fillmore	36.8	25.8

APPENDIX C: San Luis Obispo County Regional Mode Choice Selection and Average Commute Time and Distance



*Based on County of Residence

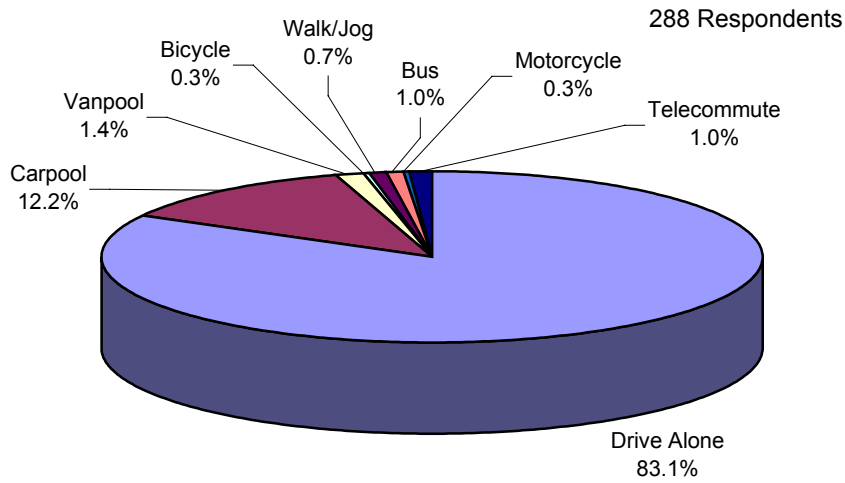
The South County Region is comprised of the cities of Arroyo Grande, Avila Beach Grover Beach, Nipomo, Oceano, Pismo Beach, Shell Beach



*Based on County of Residence

The Central Region is the city of San Luis Obispo

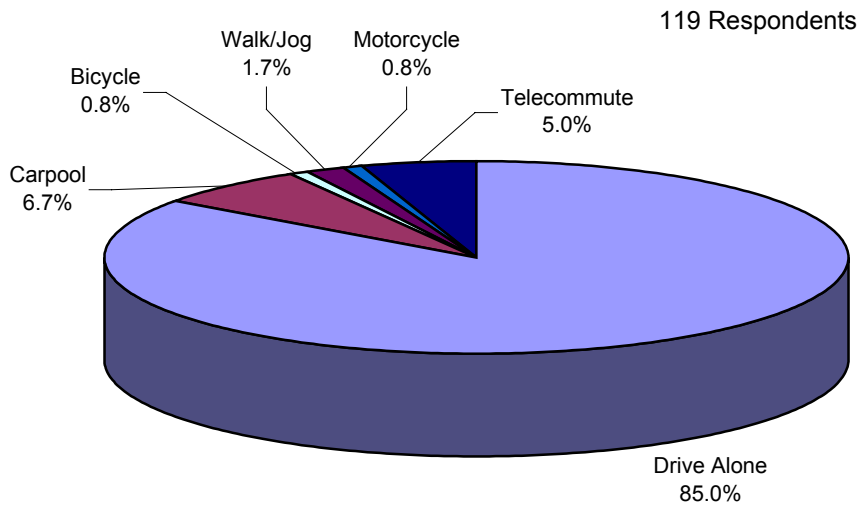
Mode Choice - North County



*Based on County of Residence

The North County Region is comprised of the cities of Atascadero, Creston, Paso Robles, San Miguel, Santa Margarita, Shandon and Templeton

Mode Choice - North Coast



*Based on County of Residence

The North Coast Region is comprised of the cities of Cambria, Cayucos, Los Osos, Morro Bay, San Simeon

Average Commute Distance San Luis Obispo County		
<i>Region</i>	<i>Average in Minutes</i>	<i>Average in Miles</i>
South County	26.1	19.1
Central Area	14.3	8.8
North County	28.3	22.2
North Coast	23.2	16.2